

Chemist & Druggist

20 January 1973 THE NEWSWEEKLY FOR PHARMACY

The overnight success story of Dentinox

For a mother and her baby, teething pains are a problem.

Exhaustive clinical tests have proved Dentinox, with its Lignocaine Hydrochloride content of 0.33%, is safe. The toxicity tests give its LD₅₀ value as 60 ml/kg body weight.

This means that a child could swallow a full bottle or tube of Dentinox and suffer no injurious effects.

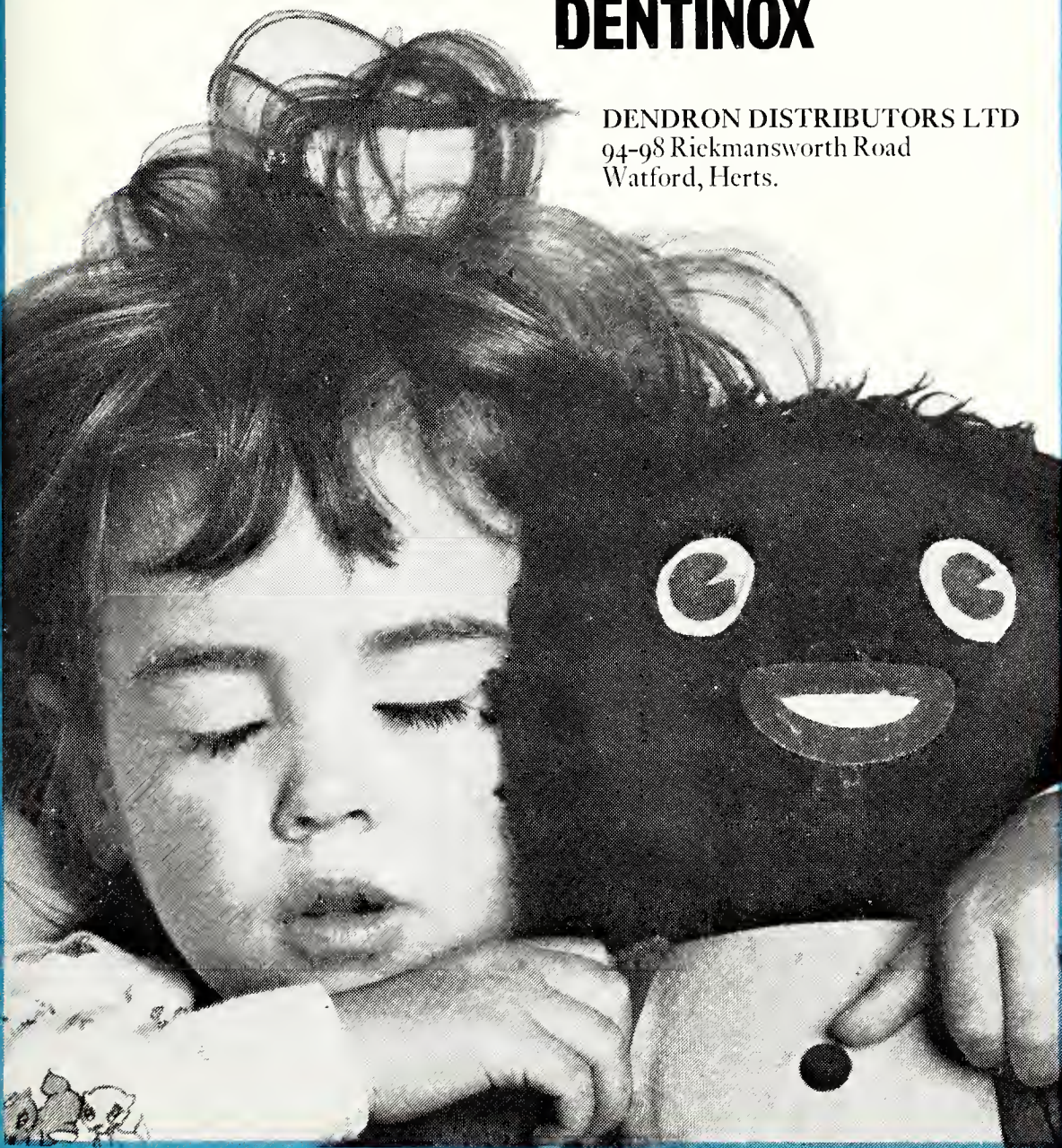
Sore gums. Irritation. Inflammation. Without Dentinox they add up to a succession of sleepless nights and tired days.

But with Dentinox teething pains disappear overnight. Irritation and pain are soothed away in seconds. Inflammation reduced. Infection guarded against.

Dentinox – in liquid or a gel – it's such an easy way to make a baby smile and help a mother sleep.

DENTINOX

DENDRON DISTRIBUTORS LTD
94-98 Rickmansworth Road
Watford, Herts.

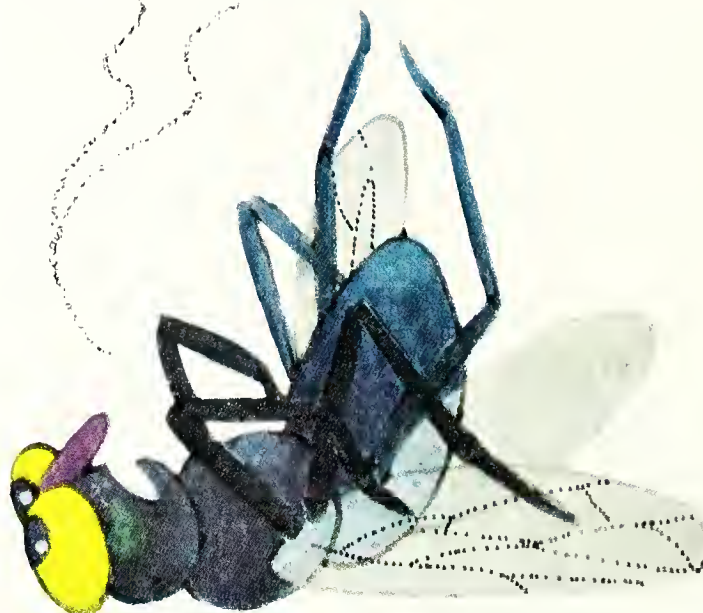


How Unichem view the VTO

Hypermarkets and chemists –C&D reports

NPU's plans for VAT stationery

VAPONA AAAGH!



Nowadays there's only one flykiller in it.

Last year's trading proved it conclusively – there is one flykiller that outsells all others three to one because it's more effective and lasts much longer – it's name? Vapona.

This year don't get tied up with substitutes. Only buy the one your customers know and ask for. The one which this year carries the heaviest ever advertising. Heaviest ever

national TV. PLUS heavy continuous advertising in all the best colour magazines.

Remember there's only one brand in it – VAPONA.

And now there's a new Vapona product – Vapona Spirelle. The most beautiful and advanced flykiller in the world. Vapona Spirelle completes the Vapona line up.

**New
Spirelle**



Shellstar Ltd. Ince, Chester CH2 4LE

The newswweekly for pharmacy

20 January 1973 Vol. 199 No. 4844

115th year of publication

Contents

Editor Arthur Wright, FPS, DBA

Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS, MIPharmM

News Editor Charles Ward

Technical Editor P. J. Merry, BSc, MPS

Beauty Products Editor Hélène de Klerk

Information Services I. H. Cotgrove

Price List Mary Mackintosh

Advertisement Manager James Lear

Advertisement Executives

J. Foster-Firth, MPS

John C. Jackson

Production K. Harman

Contents ©

Benn

Official organ of the Pharmaceutical Society of
Ireland and of the Pharmaceutical Society of
Northern Ireland

Unichem want facts before VTO decision	57
Government freeze retail margins	58
Data sheet details finalised	58
Electorate want a free birth control service	59
Wellcome Foundation's record year	60
The Xrayser column: Drug interactions	63
Hypermarkets may be little threat to chemists	70
Comment <input type="checkbox"/> Cross fertilisation	73
Council investigates "college of pharmaceutical practice"	74
Company profile: Andre Philippe Ltd	78
NPU plans for VAT stationery	81
New Irish Misuse of Drugs Bill	82

Appointments 63	On TV Next Week 68
Books 78	Overseas News 81
Bonus Offers 66	People 60
Coming Events 84	Prescription Specialities 64
Equipment 83	Promotions 68
Letters 77	Trade News 66
Market News 84	VAT briefs 81
New Products 64	<i>Classified Advertisements 85</i>

Published every Saturday by Benn Brothers Ltd,
25 New Street Square, London EC4A 3JA (01-353 3212) Telex 887026

Subscription Department, Lyon Tower, 125 High Street,
Colliers Wood London SW19 (01-542 8575)

Midlands office
240-244 Stratford Road
Shirley, Solihull, Warwicks
021-744 4427

North East office
Permanent House
The Headrow, Leeds LS1 8DF
0532 22841

Scottish office
74 Drymen Road
Bearsden, Glasgow
041-942 2315

North West office
491 Chester Road
Old Trafford, Manchester M16 9HF
061-872 5151

Subscription Home and Overseas £8 pa
£0.30 per copy (including postage)

Member Audit Bureau
of Circulations



How has Carrefour's hypermarket affected Caerphilly's pharmacies? C&D's report begins on p70

Healthy?



Healthier.



*Canovel is a valuable nutritional supplement for dogs and cats, providing factors which may easily be lacking in an every day diet. It is especially useful for growing puppies and kittens, lactating bitches, convalescent animals and in any situation where there may be stress.

Veterinary Surgeons and Nutritionists have been recommending Canovel for well over ten years now. Indeed, it is now one of the few products available which is manufactured to sufficiently exacting standards to be used by Veterinary Surgeons for the treatment of nutritional deficiencies. Small wonder that Canovel forms part of the diet of many successful show dogs!

During the coming weeks we shall be mounting a major advertising campaign in the lay and specialist press, including such publications as Radio Times, Our Dogs, Tailwagger, etc. This will channel considerably increased demand through the chemist. Canovel can be obtained in containers of 50, 200 and 1,000 tablets from your usual wholesaler or direct from Beecham.

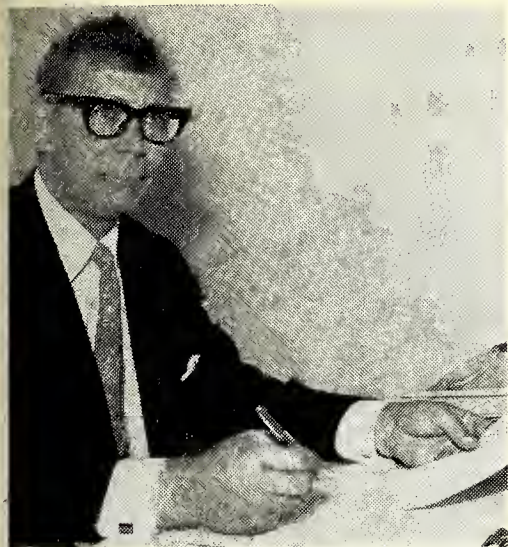


Beecham Veterinary Products

Beecham House, Brentford, Middx. TW8 9BD
Telephone 01-560 5151.

*Regd.

Unichem want facts before VTO decision



Mr Peter Dodd

"Are Unichem and the proposed National Pharmaceutical Union voluntary trading organisation incompatible?" is a question many Unichemists are asking. There have been rumours that moves to bring the two together are making no headway and some members fear that it is a case of "divided we fall."

In this exclusive interview with *C&D* Mr Peter Dodd, Unichem's managing director, sets out his company's opinion.

The Unichem organisation could itself be regarded as a special VTO so apparently you have no objection to VTO trading?

Unichem has no objection to VTO trading. I agree the organisation is itself a form of VTO without imposing the strict disciplines on pharmacists. We do not believe it right that any central body should dictate to the chemist what, how or when he should promote. He is an intelligent businessman, who is best able to assess the requirement in his own particular situation.

VTO schemes appear to have come to stay in the grocery field. To what do you attribute their success?

We believe that the success of VTO in grocery was attributable to the fierce competition facing the independent grocer from the High Street supermarkets. This competition forced the acceptance of disciplines previously unacceptable.

Do you think the same situation exists in pharmacy?

The situation does not at present exist in pharmacy to the same extent, but is tending to develop. The pharmacist retains the very important monopoly of NHS with corresponding "through-store" trade. It is true that the independent chemist is under threat from the multiples and supermarkets, but intelligent promotions with

guaranteed through traffic can preserve his independence.

Some pharmaceutical retailers have formed small buying groups. Are these groups increasing or decreasing in number? If increasing, that could indicate positive support for the VTO.

We believe that the number of buying groups is declining. This reflects the increased awareness of the wholesaler of the needs of the independent and the fact that the wholesalers now compete with each other to meet these needs. A typical example is the profitable buying scheme of Unichem and the special promotions through suppliers with known support of members.

Manufacturers will be looking for maximum coverage. Could this be guaranteed if Unichem stay out?

Probably not, unless one of the other major wholesalers were prepared to join the scheme.

Two disciplined groups appear to be essential in the VTO scheme, the retailer and the wholesaler. Do you think that such discipline could be applied in pharmacy?

The necessary discipline could be applied in pharmacy but there are no signs to indicate that it would be acceptable to retailers at this time.

Do you think wholesalers have been sufficiently briefed on the NPU scheme?

Some wholesalers have been put in the picture regarding the intentions of the scheme but in our opinion inadequate work has been carried out on the costings and feasibility.

Have the wholesalers as a group considered the implications of the scheme?

Not as a group because this would presume a discussion with National Association of Pharmaceutical Distributors which, as far as we know, has not been approached. Doubtless selected groups of wholesalers have had discussions.

Can you assess the manufacturers' reactions?

So far as we can see this has not been done very fully. Our own discussions with major manufacturers indicate a lack of awareness on their part as to what precisely is intended.

Apparently Unichem are not interested in the present scheme. Why?

Unichem is interested in the scheme. We are not prepared to commit ourselves yet as we believe insufficient information has been given to retailers of the precise disciplines the NPU scheme would require of

them and, in addition, inadequate research has been carried out on implications for wholesalers. Indeed we do not believe such research could be carried out until a positive idea of the degree of retailer participation is known.

Do you say you have not rejected the scheme? Are you doubtful about the evidence? Have you had extended discussions with NPUM?

We have not rejected the scheme, the NPUM have been told of areas on which we would be required to be satisfied before committing ourselves. For example, we believe retailers should be told precisely what is involved in the scheme as far as marketing and buying disciplines are concerned.

Do you think Unichem can offer more to its customers by staying outside?

From the preliminary figures we have seen, we believe that Unichem does offer more to its members than they appear likely to gain through the VTO. In addition, of course, our members do not have to accept the same stringent discipline.

Unichem appear to have an unusual relationship with pharmacy in that Unichem has shareholder members, consistent customers and those who irregularly use Unichem services. Do these groupings affect your approach?

No.

If the VTO "gets off the ground" do you see it as a threat to Unichem?

We cannot see how VTO could be a threat to Unichem. If it "gets off the ground" and is properly handled it is complementary to Unichem services.

It has been suggested that your lack of enthusiasm for the VTO scheme could result in a head-on clash between the scheme and Unichem to the disadvantage of pharmacy. Do you see the problem in that light?

It is not the intention of Unichem nor, I am sure, of the NPU, for there to be a head-on clash between the two organisations. We believe in the principles of the scheme, but do not feel that sufficient work has yet been carried out to establish its feasibility or otherwise. If the NPU decide to proceed with the scheme without the participation of Unichem we would nevertheless wish them all luck in the venture.

Photo' sales improve in third quarter of 1972

Sales of still cameras and projectors in the United Kingdom during the third quarter of 1972 are estimated to have amounted to £1.57m against £1.04m in the same quarter of 1971.

The value of total sales by the industry (which includes document copying equipment) together with work done advanced substantially to £14.19m from £12.56m.

Imports of cameras and projectors were higher at £3.92m (£2.76m) while exports fell slightly to £2.44m from £2.63m. The particulars appear in *Business Monitor*, P. 48 (HM Stationery Office, by subscription).

Government freezes trade margins

The White Paper and Bill published on Wednesday extends the freeze for a further 60 days providing the Bill becomes law on March 31. The pay standstill ends then and phase 2 operates. The prices standstill is maintained until the end of April. Budget day will be March 6.

Two of the main points are that a Prices Commission and Pay Board are to be established to control prices, pay, dividends and rents for three years with provision for extension year by year.

Manufacturers will be permitted only to increase prices so far as they reflect their increased costs. Net profit margins as a percentage of sales will not be allowed to exceed the average level in the best two of the previous five years. Large firms will be required to seek prior approval for price increases. Medium sized firms will be required to submit regular reports of their costs, prices and profits.

Referring to wholesalers and retailers the government announced that the gross percentage profit margin of distributors will be held at the level of a recent base period. This control will be backed by a limitation of profit margins comparable to that applied to manufacturers. The government intend that manufacturers' prices

control shall be fully reflected at the retail level.

Concerning value added tax, special arrangements are to be made to ensure that after the tax changes the full benefits of reductions are passed on and that any price increases are no larger than justified.

Pay increases are to be limited to no more than £1.00 per week plus 4 per cent, exclusive of overtime, initially for 90 days from February 27. Thereafter no increase is to be held up for more than 90 days.

The Prime Minister told the worlds Press at Lancaster House, London, on Wednesday: "The pay standstill will come to an end on March 31; the prices standstill will not come to an end until the end of April.

"This will enable us to use the special powers we are taking to deal with the month following the introduction of VAT on April 1 and these powers will enable us to ensure that where there are reductions as result of reductions in the overall tax position on VAT, these will be shown in prices in the shops, and where there are increases they will not be higher than necessary as a result of the change of the tax. On this occasion we will be able to enforce these things."

Folkestone pharmacies raided

Police at Folkestone are frequently checking local pharmacies at night following a series of attempted break-ins and at least two successful raids.

Burglars broke a glass door panel and entered the premises of J. G. McArdle (Chemists) Ltd, Canterbury Road, recently. Mr McArdle said they seemed to "grab anything that came to hand". Since then, an unsuccessful attempt has been made to saw through a lock at the same shop.

The premises of the National Co-op Chemists Ltd, Black Bull Road, were entered and scheduled drugs taken. A second attempted raid on the same shop was unsuccessful. There have been other break-in attempts and at least one other raid had been successful.

Data sheet details finalised

Data Sheet Regulations just published permit the compilation of data sheets into compendia as was predicted in *C&D*, November 25, 1972, p802.

From March 1 it will be an offence under the Medicines Act 1968 for an advertisement about any medicinal product to be sent or delivered to a doctor,

dentist or veterinarian unless a data sheet relating to the product is delivered with the advertisement or has been sent to the practitioner in the previous 15 months.

The new Regulations supersede earlier transitional ones and are more stringent. Size of sheet (203 x 127mm), weight and type size are laid down. As is the fact that colour may not be employed.

The details on products normally included in data sheets at present will be required together with recommendations as to diluents where appropriate under the "dosage and administration" heading.

There will be a category for "pharmaceutical precautions" for the product giving details of storage, recommendations as to excipients and other additives and as to suitable containers. The Regulations state: "Where there are no such requirements or no such precautions, a statement to that effect shall be made."

Any legal classification of the product will have to be stated as will the product licence number, the name and address of the holder of the licence and the date of preparation of the sheet.

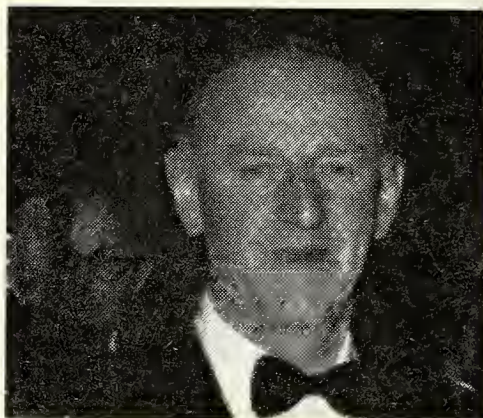
"Further information" may be included "as may be necessary to assist the practitioner in the proper understanding, recognition, administration and use of the medicinal product provided that such information shall not cover more than one-tenth of the total surface area of the data sheet."

Sections of the Regulations make pro-

vision for the use of informal data sheets until January 1, 1974 or until a compendium is published, whichever is first, for products intended to be included in that compendium. Also any data sheets which conformed to the transitional Regulations printed before February 1974 may be used for the purposes of the Regulations until January 1, 1974.

It is understood that the Association of the British Pharmaceutical Industry is now engaged in producing a data sheet compendium which it anticipates will be published at about the end of 1973. The regulations do not require the distribution of the sheets to pharmacists.

NI secretary honoured



Mr W. Gorman, secretary of the Pharmaceutical Society of Northern Ireland, is to be conferred the honorary degree of Master of Science by Queen's University, Belfast. The honour is awarded him for his "services to pharmacy"

Glyceryl trinitrate tablets: new dispensing advice

Glyceryl trinitrate tablets should be dispensed in the smallest containers possible says the Pharmaceutical Society in new guidance issued to pharmacists this week.

Reports have come to the Society's notice that substantial loss in potency may occur when the tablets are stored in certain types of container. The Department of Pharmaceutical Sciences is consulting with manufacturers on the problem and continuing its own investigations with a view to deciding what recommendations on the dispensing of such tablets might be made in the future. Meanwhile, the Society's Council, has issued the following interim advice:

"Until such time as official packaging instructions are amended, pharmacists are advised to dispense glyceryl trinitrate tablets only in glass containers of the smallest size available consistent with the number of tablets to be supplied; cotton wool and other organic packaging materials should not be included in the container. As wadless metal screw caps and plastics screw caps with metal-faced wads are not readily available in small quantities for use in general practice, an ordinary screw cap with wad should be used and preferably faced with a piece of domestic aluminium foil. Patients should be advised to keep the tablets in the original container, which should be tightly closed after use."

Electorate want a free birth control service

"Sixty-four per cent of the British electorate believe that the Government should provide a free birth control service for all men and women" said Mr Alastair Service, chairman of the Birth Control Campaign this week, when the results of a National Opinion Polls Ltd survey on population and birth control were announced. "The results show that the House of Lords vote in December in favour of completely free contraception accurately reflected the strength of public opinion. We strongly urge the government to accept that vote now."

Support for free birth control came from voters of all three political parties: 62 per cent of Conservative, 70 per cent of Labour and 62 per cent of Liberal voters. 79 per cent of those under the age of 45 were in favour of a free birth control service. On a regional basis there was more variation—in Wales for instance 75 per cent supported free birth control.

Commissioned by the Birth Control Campaign and carried out last month the survey asked four questions, two on attitudes to population growth and two on birth control policy.

Growing concern over the growth of population in Britain was clearly shown by the results. 87 per cent of the electorate felt that the growth of the British population was a problem, and the proportion who felt it was a serious or very serious problem had grown from 57 per cent in January 1972 to 66 per cent eleven months later.

Mr Service said that a copy of the report had already been sent to each member of the Cabinet by the Birth Control

Campaign. Over 70 per cent of the electorate thought the Government should do something to slow population growth in Great Britain.

"This survey shows not only that more and more people are becoming concerned about the problem of population growth in our country" said Mr Service, "but that they are realising that a free birth control service and widespread publicity for contraception are the only acceptable ways to deal with the problem in a democracy."

□ Three Liverpool doctors revealed recently that they are making all their prescriptions for contraceptive "pills" on the National Health Service. A spokesman for the Doctors and Overpopulation Group said that more and more doctors are now adopting this practice.

EEC Commission imposes its first monopoly fine

The European Commission has fined jointly an American company and its Italian subsidiary 200,000 units of account (about (£90,000)) for abuse of a dominant position in the nitropropane market, and it ordered them to cease the trading practices concerned.

In addition—and for the first time in any Community competition-law case—the Commission is fining each of the companies 1,000 units (£450) for each day's delay in paying the fine.

The parent company, Commercial Solvents Corporation (CSC), of New York, has virtually a world monopoly of the

manufacture of nitropropane, from which is obtained aminobutanol, which is used to make ethambutol, a constituent and important element in anti-tubercular drugs. The parent and its subsidiary were found by the Commission to have used their market power to restrict competition in the Common Market to a considerable degree.

The Commission learned that until 1970 CSC sold nitropropane and aminobutol in the Community through both independent distributors and subsidiary companies, above all its Italian subsidiary Istituto Chemioterapico Italiano, in which it held 51 per cent of the capital. The latter sold the products in question to a variety of pharmaceutical companies, in particular to the Laboratorio Chimico Farmaceutico Giorgio Zoja (ZOJA), which had bought considerable quantities between 1966-70.

After having failed to acquire ZOJA as a subsidiary of Istituto Chemioterapico, CSC ordered the latter to put the products on the market itself and to stop supplying the products for resale to other pharmaceutical manufacturers. Simultaneously, CSC took measures in other Community countries and in external markets to limit supplies to other pharmaceutical manufacturers.

For ZOJA in particular this soon meant its elimination from the market for ethambutol, and in April 1971 it laid a complaint before the European Commission.

The Commission's decision in this case is the first in Community law of an effective monopolist refusing to supply goods, and it represents also a development in Community law affecting parent and subsidiary companies.

Pregnancy-test kit 'reliable'

Following earlier criticism of do-it-yourself pregnancy tests three general practitioners have undertaken a trial on Predictor kits with favourable results.

Of 86 women given the kit, 83 (96 per cent) were able to perform the test satisfactorily and reach the correct result, according to a letter in last week's *British Medical Journal*.

There were no false positions and of the three cases in which the test failed, two were due to the patient moving the test before the required two hours had elapsed. A positive pregnancy was found in 57 cases.

The doctors took into consideration the stress from which patients were suffering who undertook the test. It was previously stated that stress would make a woman incapable of carrying out the test properly.

A stress factor was defined as a suspected pregnancy (a) in an unmarried woman; (b) in a woman after a prolonged period of infertility; or (c) in a patient who was considering a pregnancy termination. Eighteen women in the trial were so affected.

Grey Owl selected

The Grey Owl filter kit and the Grey Owl wine testing kit have been selected by the Design Centre for their Design Index. It is believed that this is the first time that equipment for home winemaking has been selected for the Design Centre.



Mr David Ward-Best, managing director, Branded Goods Ltd, wholesalers, Stoke-on-Trent, Staffs, together with his sales team, had a sunshine break this winter. A successful promotion with Libresse sanitary towels resulted in everyone of the sales team winning a winter weekend for two in Majorca. Photo shows Mr T. Workman, regional sales manager, Sancell Ltd, presenting Mr Ward-Best with his airline tickets to Majorca

Company News

Wellcome Foundation's record year

Record sales of £113 million were achieved by the Wellcome Foundation Ltd in the year to September 2, 1972. This was a 17 per cent increase over the previous year. Profit before tax rose 29 per cent to a record £11.7m.

About 70 per cent of Wellcome group sales are made in countries outside the UK. Exports from the UK increased from £14.5m to £18.5m. The European region achieved the largest increase in sales (25 per cent) while medical sales in the UK increased by 22 per cent.

The report contains for the first time an analysis of group sales according to the four geographical regions into which the group was reorganised on January 1, 1972. This shows that whereas total group sales have increased 3.5 times over the past ten years, sales by companies on the Continent of Europe have increased 12.8 times in the same period.

Says Mr A. A. Gray, chairman of Wellcome in his annual review: "All four operating regions have reported substantial increases in sales. Little if any of this increase has been due to price inflation. It is virtually impossible for a company operating in the medical field to increase its prices without government agreement. The increase therefore comes from hard work by many people in many countries and for that reason is the more solidly based."

During the year the depression suffered by the agricultural industry in many parts of the world substantially recovered with

the result that Australia and New Zealand made an important contribution to the success of the group. Total sales of these two countries accounted for 9 per cent of world turnover. Some 62 per cent of group sales world-wide relate to medical products while veterinary products (including nutrition) add another 23 per cent.

"The group is once again in a phase of rapid expansion," says Mr Gray. "Out of a net profit after tax of £6.4 million we ploughed £3.5 million back into the business."

"The past year has been one in which we have reaped the benefit of hard work in previous years. With the uncertainties of our particular industry, it would be foolish to be unduly optimistic. It would be churlish and disloyal to those who have done the hard work to be unduly pessimistic. I believe we can maintain the recent progress during the coming year."

Kingsley and Keith agree to merger terms

Merger terms have been agreed between Chemical Securities Ltd and Kingsley and Keith Chemical Group Ltd.

Chemical will bid £1.74m for Kingsley. A partial cash offer will also be offered on the basis that for every 20 Kingsley ordinary shares there will be offered nine Chemical ordinary shares plus £12.04 in cash. Kingsley directors will recommend acceptance of the offer.

The forecasted pre-tax profit of

Kingsley for the year ending April 30 is set at not less than £250,000. This compares with £168,470 last year.

Dixons profits top £3m for first half

Half-year profits of Dixons Photographics Ltd were up 143 per cent to £3,011,000.

According to Mr Stanley Kalms, chairman, the second half of the year has begun well, with sales again at record levels, and the outlook for the remainder of the year was most encouraging.

But for the "freeze", the interim dividend would have been raised to 7½ per cent. However, 5 per cent (adjusted)—the same as a year ago—would be paid

Agfa plans

In April a new distribution centre for Agfa-Gevaert Ltd, which will eventually cover 180,000 sq ft, is coming into operation. The Manchester depot has been enlarged and a further depot to service the West Country is planned. The Piccadilly premises are being retained and the showroom will be extended to provide for the newly formed business equipment division.

Hickson's final

Hickson & Welch (Holdings) Ltd are recommending a final dividend of 13 per cent in respect of the year ended September 30, 1972. Turnover in the year was £21,131,000 (against £19,178,000) and group profit before tax was £2,398,000 (£2,704,000).

Wholesaler in liquidation

Insufficient profit margin to cover overheads; general falling off of trade due to intense local competition, and losses through pilferage and damage, were the reasons given for failure of Adler Moran Ltd, Bank Mills, East Street, Leeds, general wholesalers (chemists sundries etc), at a meeting of creditors held recently in Leeds.

According to the statement of affairs the unsecured liabilities amounted to £154,073, including £153,179 in respect of trade accounts.

After a lengthy discussion, during which dissatisfaction was expressed regarding the heavy loss in the last period of trading, creditors resolved to confirm the voluntary winding-up of the company. Mr Ronald P. Booth, of Booth, White & Co, Harley Buildings, 11 Old Hall Street, Liverpool, and Mr Robert W. Hellyer, of Tansley Witt and Co, Tower House, Merriam Way, Leeds, as joint liquidators.

People

Mr Joseph Hardwick (75), has retired from his business in Chatsworth Road, Chesterfield. He began work in the town in 1912 with A. Greaves & Son and later served in the RAMC during the 1914-18 war. He qualified in Leicester after the war and became manager for Greaves of their shop in Chatsworth Road which he acquired in 1945.



Packing insulin at the Burroughs Wellcome factory in India. An illustration from the annual report of the Wellcome Foundation Ltd (see above)

STAND BY YOUR TILLS!!

Here comes a new profit-maker from Cuticura®

A quality product, attractively packed and competitively priced (only 34p for 183g). Your customers will love it!

There's continuous national advertising support in all the major women's magazines.



Everyone will be reading all about how Cuticura really cares for your skin!

And Cuticura really cares about giving you a very generous introductory offer:

12 CHARGED AS 9 AS A DISPLAY BONUS. ...THAT'S 80% RETURN ON COST!

TAKE ADVANTAGE OF THIS GREAT OFFER ON A GREAT NEW PRODUCT.
STOCK UP WHILE OFFER LASTS. AND STAND BY YOUR TILLS!!!

Cuticura Laboratories Ltd., Maidenhead, Berks.



Vestric People ³

INTRODUCING:

some of our 34 managers, each an important member of the experienced teams serving the local needs of pharmacy, from centres throughout

the United Kingdom. You will meet more later—Vestric is at your service daily, and we are as near as your telephone.



The local pharmaceutical service

Head Office: Chapel Street
Runcorn, Cheshire, WA7 5AP.

Appointments

Vestric Ltd have appointed Mr G. Tasker, FPS, and Mr P. M. Worling, FPS, directors.

Mr Tasker has been operations controller of Vestric's Southern division and formerly regional director, since Vestric's formation in 1966. Mr Worling joined Bradley and Bliss Ltd in Reading in 1956 as branch pharmacist and was later appointed sales manager. Since the formation of Vestric, Mr Worling has held the positions of branch manager, Ruislip, regional director and, until his latest appointment, operations controller of the company's Northern division.



Mr Worling



Mr Tasker

He is a past chairman of the Reading branch of the Society and is a member of the committee of the Edinburgh and South-Eastern Scottish branch.

Eaton Laboratories have appointed Dr E. H. L. Harris as medical director.

Ward Blenkinsop & Co Ltd have appointed Mr M. F. T. Barrett sales manager (UK) and Mr D. C. Horton, field sales manager.

The Wellcome Trust have appointed Dr Edwin Clarke as director of the Wellcome Institute of the History of Medicine. He will succeed Dr F. N. L. Poynter on October 1.

Picot Ltd: Mr Arthur B. Burnham has succeeded Mr James Pereire as sales and marketing manager. Mr Burnham has been with Roure Bertrand Dupont in Grasse for the past eight years.

Jackel & Co Ltd: Mr Ray Andrews has been appointed division manager of J. N. Toiletries division while Mr Joe Simpson has become northern sales manager and Mr Anthony Reynolds has been made field assistant on special assignments. Susan Kell has joined Jacqueline sales as product manager for accessories, Mr Peter Noon has been made brand manager of the baby needs division, Mr Brian Linfoot becomes northern sales manager and Mr T. Skinner is southern sales manager.

Associated British Maltsters Ltd: Messrs R. A. Withers, chairman of Dalgety Ltd, M. J. Dowdy and G. Terry Pryce, both

Topical reflections

BY XRAYSER

Drug interactions

In his admirably simple and direct approach to the problems of drug interaction, Professor P. F. D'Arcy has drawn attention to the complexity of modern medical treatment and some of its dangers. In making reference to Osler's statement a century ago to the physician who "practised a sort of popgun pharmacy, hitting now the malady and again the patient, he himself not knowing which," the speaker sought to find a parallel between then and now, and so far as polypharmacy is concerned one can see the point of the argument.

But it may be—and I write without the authority and the pharmacological knowledge of the professor—that the popgun of Osler's time was using blank shot, in that what did not do very much good was incapable of a great deal of harm. That certainly is not true of many of the potent substances of the present time and, in combination, their capacity to cause serious harm. After all, in the time of Osler, most of the drugs in use had become established, many of them over the centuries, by trial and error, whereas we today seem to be engaged in a vast programme of trial in which the errors come to light sometimes with belated and tragic consequences.

I am in agreement with Professor D'Arcy's condemnation of the manner in which many drugs are prescribed today—the infinite variety being taken by one patient and the quantities of some drugs which should be more strictly supervised than they sometimes seem to be—though it does not necessarily follow that, despite a supply of tablets sufficient to last 200 days, the patient is not seen at some time in the period. What baffles me is how a person with ten different kinds of medicine is able to cope with the timing of the exercise without an alarm clock to alert him.

I can very easily appreciate the hazards of such a composite diet, and have even had lay opinion wonder what happens when "all that lot gets inside." But who can tell? Professor D'Arcy points out the enormous range of factors which could have a bearing on the effects of the drugs, either separate or together, in all kinds of circumstances, and I am sure he would be the first to agree that it is impossible to foresee all the possibilities, either in the short or the long term.

Effects and side effects

The above inevitably leads to thalidomide, on which you made comment last week. I have nothing but sympathy for the children concerned, though the issue may have been blurred to some extent by the emotion generated—a natural reaction. Thalidomide is not the first drug to have been found to have undesirable side effects, nor will it be the last. But it was, so far as I am aware, withdrawn from sale immediately there was any suggestion of harmful effects and its use was proscribed.

Professor D'Arcy refers to alcohol as a drug, and the effects of an addiction to it are and have been known for very many years. But despite its recognised effects there has been no furore comparable to that over thalidomide, nor has it been withdrawn from sale. Quite the reverse, for we are constantly importuned to take it. But that is another moral issue for the small shareholder to ponder.

directors of Dalgety, have been appointed to the board of Associated British Maltsters Ltd. Mr Peter Parker has relinquished the chairmanship of ABM and both he and Mr E. G. Cox have resigned. Mr Withers becomes chairman of ABM and the group's managing director, Mr J. M. C. Parry, has been appointed a director of

Dalgety. Messrs Patry, H. V. Lorenz (alternate Keith Parker) and J. H. West (all directors of ABM) will be appointed to the board of Dalgety UK Ltd. Mr F. R. Lidster, director of ABM industrial products, will be appointed deputy managing director of the chemical division on February 1.

New products and packs

Cosmetics and toiletries

'Fresh from the country'

Country Lover is the name of a new range of hair and body care products aimed at "dealing with the effects of pollution".

The range consists of shampoos for normal/dry hair 50 cc (£0.19) and 100 cc (£0.33) as well as for greasy hair in the same sizes; a hair conditioner, 50 cc (£0.23) and 100 cc (£0.39); and setting lotion, 50 cc (£0.19), and 140 cc (£0.33). Other Country Lover products are bath gel, 50 cc (£0.23), 140 cc (£0.55) and 300 cc (£0.95) plus two size of bath milk, 50 cc (£0.23) and 140 cc (£0.55).

Manufactured by Nutress Laboratories, it is the first new range to be launched by the recently formed J. N. Toiletries Division of Jackel and Co Ltd. Free point-of-sale material is available (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG).

Spring shades

Max Factor have introduced new colours to their range of Shadow Play and Shadow Creme eyeshadows. Shadow Play shades are Fresh Green, Smokey Sapphire and Pink Haze while the new colours for Shadow Creme are also Fresh Green, Smokey Sapphire plus Pink Pearl.

Max Factor have also created two new lipstick shades and two new California nail tints. Lipstick colours are Warm Pink and Amethyst Frost, one glossy and one iridescent. Brilliant Pink and Brilliant Wine are the new California nail tints.

All available by the end of February (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Frosty looks

Super-Frost is the name of five new individual eyeshadows from Maybelline (£0.22) available in the following shades: Super-Frost blue, green, bronze, silver and lilac. Applied with a brush or finger, these new shadows are each presented in a transparent pack with gold lid motif. Self-asta counter displays are supplied with the first order of six units of each shade (Maybelline Eye Cosmetics, White Laboratories, Penarth Street, London SE15).

Miners posh colours

Miners have launched a new range of colours to complement the current elegant look in fashion. The nail polish shades are Posh Blue, Posh Pink, Posh Yellow, Posh Green and Posh Peach (£0.26) while Posh Pink, Posh Apricot, and Posh Peach make up the three new lipstick shades (£0.25 and £0.14). The com-



pany has also introduced two new eye kits, which are: Snobs 1 consisting of pink, brown, turquoise and green shades (£0.33) and Snobs 2, with peach, grey, green and blue colours (Miners Make Up Ltd, Hook Rise, Surbiton, Surrey).

New formula and pack

Sta-Blond shampoo has been reformulated to provide an "even kinder formula" for natural blonde hair. It is available in two formulae: new Sta-Blond normal and Sta-Blond shampoo with lemon for oily hair, plus sachets for normal hair at (£0.05).

The product has also been repackaged. The original 80cc glass bottle has now been replaced by a pvc bottle with a wide neck containing 120cc (£0.29). (Scott & Bowne Ltd, 50 Upper Brook Street, London W1M 2AE).

Household

Bleach dispenser

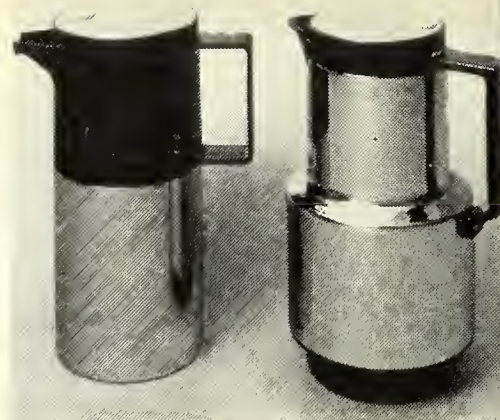
A new toilet tank dispenser from the Davies Dispenser Co puts bleach, or any other cleanser, into the toilet pan each time the chain is pulled.

A report on the dispenser by the public analyst said that with household bleach five per cent available chlorine gave a final concentration in the toilet pan of 4.2 parts per million of free chlorine. This concentration, said the company, killed 2,800 *Escherichia coli* organisms per emptying in 15 seconds (Davies Dispenser Co, Walker Street, Crewe, Cheshire).

Sundries

More vacuum flasks

Latest addition to Aladdin's range of vacuum flasks are two chrome and black



polystyrene vacuum jugs in two sizes. The smaller jug (£3.98) holds 26 fl oz or $\frac{3}{4}$ l (approx.) and the larger jug (£5.97) holds 35 fl oz, or 1 l (approx.).

The lid, say Aladdin, seals the contents completely and a half turn enables drinks to be poured whenever required, while the lip allows a generous flow with no drip. (Aladdin Industries Ltd, Greenford, Middx).

Prescription specialities

MUCODYNE Syrup

Manufacturer Berk Pharmaceuticals Ltd, Station Road, Shalford, Surrey.

Description Yellow, flavoured syrup containing carboxymethylcysteine 5 per cent weight/volume.

Indications Chronic bronchitis and other respiratory tract disorders characterised by excessive or viscous mucus.

Contraindications Peptic ulceration

Dosage Adults: Three 5ml spoonfuls three times a day initially, reduced to two 5ml spoonfuls three times a day following a satisfactory response. **Children:** (5-12 years) one 5ml spoonful three times a day (under 5 years) 5-10ml daily in divided doses.

Side effects Diarrhoea, nausea and headache.

Pack Bottle of 200ml (£2 trade).

Issued January 1973.

Fill your coughers this year

Not only will you be able to offer a well-proven cough remedy for all the family but you can also make up to **101.8% profit** on every sale. This is how!

IF YOU BUY	YOU WILL RECEIVE
2 to 5 dozen	13 to the dozen
6 to 11 dozen	14 to the dozen
12 to 23 dozen	15 to the dozen
24 dozen	16 to the dozen

Order your stocks from your local representative or through A. H. Robins, Horsham for a good start to a profitable year with

Robitussin

for all kinds of cough



High Profits with High Potency Blakoe Vitamin E

Blakoe Vitamin E – attractively
packed in convenient counter
display outers – provides
YOU with a fast selling, high
quality product.

			TRADE	RETAIL
Blakoe Vitamin E (High Potency)	100 mg	100 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg	50 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg	50 caps	70p	£1.10
Blakoe Vitamin E (Highest Potency)	600 mg	15 caps	70p	£1.10
		32 caps	£1.43	£2.15



Further information available from



Blakoe Limited,

229 Putney Bridge Road, London SW15

Trade News

Polaroid film improvement

An improvement to Polaroid type 108 Land colour-film has eliminated the need to mount finished 60-second colour prints. Until now owners of Polaroid cameras using these 8-exposure instant colour film packs have found a set of self adhesive mounts packed in each film box. Use of the mounts was recommended to add to the presentation of finished prints by keeping them flat and protected. The new film will be packed without these mounts, in boxes that are additionally marked on the top edge "New improved film—no mounts needed".

Camera users who may have a special need to continue using picture mounts should contact Polaroid UK Ltd's customer service centre, P.O. Box 68, Hatfield, Herts, from where mounts will still be available.

Libresse for Irish Republic

Libresse, the two-layer sanitary towel introduced in Britain 16 months ago by Sancella Ltd, Harpenden, Herts, is being launched in the Republic of Ireland this month. Libresse makes its debut in Ireland with a free sample offer, available through chemists only, and is being distributed in the Republic by Gillespie & Co Ltd, Dublin.

Mr John Turner, Sancella's marketing manager, said: "Our association with Gillespie & Co, together with our planned heavyweight advertising and promotional activity in 1973, will ensure that Libresse is as successful in the Republic as it is in Britain."

New 220 film size

HP4 and FP4 (£3.60, ten pack) in 220 roll film size from Ilford Ltd, Ilford, Essex, will be available from January 29. This means that photographers can now, for the first time, use 24 2½ in square exposures in either the 400 ASA or 125 ASA speeds. Colour coding on the backing paper, green for HP4 and blue for FP4, has been introduced to reduce the risks of exposure mix-ups and the change in the pennant shape of the leader paper will allow easier loading of the film into the camera.

Diabetes publications

"Living with diabetes: the problem for the young patient under 18" is the title of a booklet (£0.18) published by the British Diabetic Association, 3 Alfred Place, London, WC1E 7EE. Written by Dr Helen Pond it gives the background to the treatment of diabetes and discusses the problems of growing up with the disease.

Another publication from the BDA, "Your child has diabetes" (£1.90) by Dr John Court, covers the questions that

parents or the older child may have about the condition. It freely discusses attitude and the necessity for co-operation of relatives and friends.

Larger size

A large bottle of Wella conditioner from Wella GB Ltd, Wella Road, Basingstoke, Hants, has been introduced to their range. This new size contains 95cc (£0.48).

Elbeo's acquisition

Elbeo Ltd, Lenton Lane, Nottingham have acquired B. Walton & Sons Ltd Sutton - in - Ashfield, Nottinghamshire manufacturers of Martyn Fisher textured stockings and tights. As a wholly-owned subsidiary of Elbeo, Walton's will continue to manufacture at the Sutton-in-Ashfield factory. The range will be marketed by the Elbeo sales organisation, retaining the brand name Martyn Fisher.

Alupent packs

Boehringer Ingelheim Ltd, Isleworth House, Great West Road, Isleworth, Middx, regret an error and point out that Alupent expectorant 250ml is available from wholesalers in single units and not as previously stated.

Correction

The makers of the new Nikini nylon stretch briefs are Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield, and not as stated in last week's issue.

Amendments to lists

Boehringer Ingelheim Ltd, Isleworth House, Great West Road, Isleworth, Middlesex. Villescon liquid 150ml is to be replaced by a 250ml pack (£0.62 plus tax). Sedapersantin stocks exhausted, product discontinued.

Bayer Pharmaceuticals Ltd, Haywards Heath, Sussex. Sanamycin and Dolviran to be discontinued when current stocks exhausted.

When present stocks of the 0.25mg sublingual Hydergine tablets are exhausted Sandoz Products Ltd, 41 Upper Grosvenor Street, London W1X 0AL say the product will be withdrawn. Hydergine injection containing 0.3mg per 1ml will continue to be available.

Minnesota 3M Laboratories Ltd, PO Box 27, Morley Street, Loughborough, Leics, have announced that supplies of Stag after shower talc are no longer available.

Lederle Laboratories division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants, are introducing a new (10ml) size of Leucovorin ampoule (£4.20 trade). The larger ampoule is being produced in response to requests from a number of users of high-dosage Methotrexate/Leucovorin regimes in the treatment of carcinomas.

Bonus offers

Cuticura Laboratories Ltd, Maidenhead, Berks. Cuticura Hand & Body Lotion. 12 invoiced as 9.

Ex-Lax Ltd, Argyll Avenue, Slough, Bucks SL1 4HD. Ex-Lax Instant Mix Laxative. £3.99 per dozen against £4.36 per dozen.

An Announcement from Reckitt & Colman Household Division



The Demand for Menthalin

We apologise for the difficulties we have had in meeting the demand for our new product Menthalin, the new micro-encapsulated menthol handkerchief.

Since the launch of Menthalin last Autumn, trade and consumer acceptance has been so high that production has been unable to keep pace with demand. This has meant a delay in deliveries and a shortage of stock.

Production has now been considerably increased and we expect to be able to meet demand and maintain the service and delivery with which Reckitt & Colman like to be associated.

Promotions

Corporate image

The close relationship between the groups in the Sterling-Winthrop organisation producing medicines for self-medication, for supply against prescription and the backing of the research and analytical control units is the deliberate theme of a current television and Press campaign.

Instead of individual brand advertising of the otc lines, Sterling-Winthrop have devised a campaign that groups them all together under a slogan "Sterling Health Products—family medicines you can trust". In that way the company hope to emphasise the quality aspects of the products.

In a Press campaign reference is made to the pressures on the doctor in the National Health Service and the "vital pharmacist filter" recommending treat-



ment when a condition does not merit a doctor's immediate attention, preventing "thousands of unnecessary surgery visits".

Reference is also made to Sterling Health Products, as the new division launched to stretch throughout the UK and across continental Europe, bringing together old and trusted medicines such as Milk of Magnesia, with a range of newer products, Hedex, Hedex Seltzer, Limb-ease, and Menthacol.

There is an emphasis on the fact that the otc lines receive the same care and attention as medicines supplied by the group to doctors and hospitals. A number of units, counter and free standing, have been produced by the company for displaying the otc lines in pharmacy. Each has a heading "Sterling Health—Family medicines you can trust". The company say that if the campaign is successful it

will be followed by others proclaiming that Sterling Health products are "all at your chemist" (Sterling Health Products, St Marks Hill, Surbiton, Surrey).

Herb soap launch

The makers of Wright's Coal Tar soap are mounting a national consumer advertising campaign to launch their new herb soap. The campaign, which runs from mid-January, will include full page colour insertions in *Woman*, *Woman's Own*, *Woman's Weekly*, *Good Housekeeping*, *Cosmopolitan* and *She*. The launch is also backed-up by extensive point-of-sale material (Wright, Layman and Umney, Sanitas House, Stockwell Green, London SW9 9JJ).

Shampoo jingle

A new advertising jingle for Sta-Blond shampoo, which has been reformulated and repackaged, is featured in 15- and 30-second spots on Radio Luxembourg. It will run at high frequency right through to the Summer (Scott & Bowne Ltd, 50 Upper Brook St, London W11 2AE).

Little angels theme

A new advertising campaign for Robinson's baby foods aims to reach the mother by stressing the individuality of her baby with the headline "Robinson's, because there's no other baby quite like yours".

First advertisements of the series of four appears in the January 20 issue of *Woman* and is headlined "We make Robinson's because he isn't always a little angel" and depicts a number of "classical" cherubs contrasted with a picture of a bawling 1973 baby.

The £174,000 budget campaign, in a series of single and double-page spreads in full colour is featured throughout the year in woman's general interest magazines, mothercraft journals and midwife and health visitor papers. Advertisements in the media for midwives and health visitors appear in black and white only (Robinson's Baby Foods, Reckitt & Colman Food Division, Norwich).

Advertising boost

Commercials of 45 seconds featuring Alberto Balsam conditioner and VO5 hairspray forms part of a new advertising campaign for Alberto-Culver. The £130,000 campaign started on January 15 and will continue for over four months. The advertisements are intended to cover 80 per cent of the country (Alberto Culver Co, Culver House, 44 Newington Causeway, London SE1 6DX).

Maws on TV

S. Maw Son & Sons are to spend £72,000 on television and press advertising in the next five weeks promoting some of their baby-care products.

Commencing January 22 two 30-second television commercials will be shown in all television areas each area being covered by at least 25 TV spots.

The first of the commercials will feature Simpla sterilising tablets. The second promotes Tufty Tail disposable nappies. "From your chemist" is an important part of the message of both commercials.

In addition, *Woman's Own*, will be featuring colour page advertisements during March and April. Five specialist

mother and baby magazines will also be featuring colour advertisements in the same period.

The campaign is backed by supplies of point-of-sale material, together with a trade incentive.

Gifts are available for chemists who place large orders from now until January 26. A further choice of gifts can be made for similar orders placed between January 29 and February 23 and in the March/April sales cycle, when a third commercial film will be screened. That film will deal with the company's toiletries. (S. Maw Son & Sons Ltd, Aldersgate House, New Barnet, Herts.).

Television backing

An £80,000 television advertising campaign is being planned by the Bowater Scott Corporation to support the launch of new designs and colours for Fiesta decorated household towels. The campaign will consist of new 30- and 15-second commercials which will be shown nationally from February 5 for six weeks. The campaign will reach 87 per cent of housewives say the company, 53 per cent seeing it four times or more. Specially designed display material is available (Bowater Scott Corporation Ltd, Bowater House, Knightsbridge, London SW1).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alka-Seltzer: All areas

Alberto Balsam (creme rinse conditioner): Ln, M, Lc, Sc, WW, So, A

Anadin: All except E

Andrews: Ln, Lc, Sc, WW, So, A, B, G

Andrex: All except E

Antussin: Ln, So, A

Askit powders: Sc, G

Brylcreem: All areas

Buttercup syrup: M, Lc, Y, B

Close Up: All areas

Coldrex: Ln, So, A

Junior Dispirin: All areas

Drylook: M

Famel cough syrup: Ln, M, Lc, Y, Sc, NE

Fresh-lemon soap: All areas

Head and Shoulders: All except E

Hedex: Ln, Lc, Sc, WW, So, A, We, B, G, CI

Meggezones: Ln, WW, We

Menthacol: Ln, Lc, Sc, WW, So, A, We, B, G, CI

Milk of Magnesia tablets: Ln, Lc, Sc, So, A, We, B, G, CI

Macleans toothpaste: All areas

Rennies: All except U

Rinstead: All except U, E, CI

Signal: All except U

Simpla sterilising tablets: All except E

SR: All areas

Sunsilk hairspray: All areas

Sunsilk shampoo: All areas

Vicks Sinex: All except U

VO5 hairspray: Ln, M, Lc, Sc, WW, So, A

Ficoid®



The new topical steroid range from Fisons.

The Ficoid steroid range covers virtually all the requirements of topical steroid therapy. An anti-inflammatory effect appropriate to the clinical situation. Antibacterial cover when needed, and a physical form appropriate to the lesion and the patient's skin.

The active ingredients in Ficoid are

micronised, and in two chemical forms to combine rapid onset of action with a longer lasting therapeutic effect.

The range consists of the Ficoid 5 preparations, the more dilute Ficoid 2 preparations and the Ficoid-plus range where antibacterial cover is needed.

FISONS



FISONS LIMITED—PHARMACEUTICAL DIVISION
Loughborough, Leics.
® Trade Mark.



Hypermarkets may be little threat to chemists

How have pharmacies in the shadow of Caerphilly's Carrefour, Britain's first major hypermarket, fared since the 55,000 sq ft selling area, 960 car space, premises opened last September? C&D investigated last week and answers the question in the following report.

The success of Carrefour's first hypermarket in Britain is a visible fact. There may be 960 car spaces—but visits on Thursday and Friday last week found many shoppers searching vainly for that vacant spot just a *little* nearer the entrance. Queues at the 20-odd check outs told their own story, with whole families being roped in for what was obviously a major shopping expedition—father to push the laden trolley, mother and daughters (particularly) foraging for bargains.

However, the bargain hunters needed to know their prices, because Carrefour had only a limited number of "sale" items given special prominence, and there was little evidence of the "recommended price—our price" type of showcard. The aim, apparently, is to give lower prices across the board.

The merchandise is wide-ranging, from television sets to baked beans, clothing to medicines, paint to toiletries. But the choice in any particular section is often limited: except for foods, it seemed futile to go armed with a "brand name" shopping list (as one C&D correspondent said of his own business last week, customers can have whatever colour they like, so long as it is white!) Popular records for example, but try somewhere else for classics. And in medicines and toiletries it is again only the top few, well-advertised lines that are offered—perhaps just as well for local pharmacists.

The medicines section—no more than one-third of a single bay—has been moved back from the "prime position" (at the left-hand front of the store) it was accorded

when Beecham carried out their recent experiment (C&D December 9, 1972, p862). It seemed to be attracting only limited interest from passing customers. According to local pharmacists, medicines were offered at cut prices during the first fortnight of trading, but a telephone call to the manager disclosed that as "an oversight" and the practice stopped immediately. However, Andrews liver salt was still on sale at 15p and 28p (against 17p and 31p maker's price) last week—"tumbled" in a giant wire basket at the end of a bay!

Town centre busier

There are four pharmacies in the "town centre" of Caerphilly (half a mile from Carrefour) — three independents and Boots.

The independents all took the view that once the initial local interest had died—it hit trade hard for about a month—the effect had been far from disastrous. Mr B. L. Morris, the local NPU secretary, said people at first thought Carrefour "a marvellous place". Prices were "way down", but they had crept up since and there were complaints of empty shelves (the story is told of a woman who decided to purchase an item as she entered the hypermarket, only to find the previously loaded shelf empty when she returned to pick the item up at the end of her shopping—but that sounds more like a success than a failure, from Carrefour's point of view!)

Mr Morris took over an ailing pharmacy three years ago and therefore ex-

pected the improvement he has achieved in each year since. But it is the past year, and in particular Christmas trade (since the coming of the hypermarket) that has broken all records. One contributory factor could be the number of "strangers" seen in the town on Saturdays—it seems that the out-of-town customers attracted by the hypermarket don't spend all their time (or money) there.

However, a greater influence is probably the fact that Mr Morris became, as he puts it, "more conscious of prices" with the opening of Carrefour. He is now more competitive in his own pricing policy but found, unexpectedly, that the main price competitor was not Carrefour but a "minimarket" up the road. Indeed, it seems that in cutting all its prices, the hypermarket is unable to make many of those special "deep" cuts on individual lines so strongly promoted in the supermarket windows.

Nevertheless, without detracting from the proper image of his pharmacy, Mr Morris has begun to merchandise and, he says, "it certainly pays off". He has found that local independent wholesalers and company representatives have been willing to help him meet price competition—an NPU voluntary trading organisation would "have to be a big one" to beat the terms, he feels, and it would have to guarantee to get the goods into his shop before he would join.

But finding out just what *is* the price competition from the hypermarket presents more problems than a comparison with Tesco up the road—one can hardly ask the customers what is being charged! One final word from Mr Morris. He has

Picture above: Llanbradach, and an invitation to pass by the pharmacy of Mr E. J. Price (right).



At 10 am, Carrefour's massive car park is beginning to fill.

found that when his price is *below* that of the supermarket and the hypermarket (and Boots), his customers are delighted and regard the "big boys" as profiteers.

Overlooking Caerphilly Castle is the pharmacy of H. J. & P. W. Gatehouse, where again the opinion was that supermarkets have been hit worse than pharmacies, having been forced to reduce their prices further. Nevertheless, it was felt that many people were going to the hypermarket and not buying anything. Gatehouse are not trying to compete on price—although satisfied with the results of a Christmas offer on Polaroid, they felt that Carrefour had done better with the same line.

The third town centre pharmacy—and the nearest to Carrefour—is that of Mr Howell Davies. He had noted a "definite drift away" of counter trade, particularly of lines such as toothpaste, but felt that this would have occurred with the coming of supermarkets such as Tesco anyway. Mr Davies said he wished to concentrate his efforts on dispensing.

Boots' Caerphilly pharmacy is of modest size and, with the town's modest Woolworths, is situated in a side street off the main thoroughfare. It is perhaps significant that the windows displayed the new Beecham gel toothpaste Aquafresh, on test market in the area, at 17p, whereas Carrefour had it at 16p. A local inde-

pendent said he was waiting for stocks—but had bought on terms that would enable him to sell at 16p too.

Almost all pharmacies in the area stock wines, and some of them spirits and beer. This was the one product group in which business had been badly affected, particularly spirits which can be purchased from the hypermarket at considerably below wholesale rates. One pharmacist mentioned a Carrefour whisky price of £2.53 against £2.68 trade. The typically enterprising solution more than one had found was to purchase at the hypermarket—and still sell to their own customers at 20p off recommended prices (to the satisfaction of chemist and customer alike).

The loss of spirit trade was mentioned by Mr R. W. Cross, with a post-war estate pharmacy at Pen-yr-heol, just over a mile from the centre. There are no doctors on the estate so the business is highly dependent upon counter trade. However, the "captive" estate customers have apparently remained loyal—Mr Cross offers reduced prices on supermarket lines such as hairsprays and shampoos, besides carrying a wider range than the grocer, and this appears to have been enough to hold the trade.

Loss difficult to estimate

It is difficult for pharmacists such as Mr Cross to estimate what their business might have been without Carrefour. Caerphilly is expanding—from 39,000 population in 1968 to an estimated 41,500 today. It is in a Government-aided development area, and has no fewer than five new industrial estates, besides fulfilling a growing role as a dormitory town for Cardiff, just 15 minutes drive away. How much turnover increase this growth should be bringing to each pharmacy is therefore a matter for conjecture, but Mr Cross doubts whether he would have achieved more than another 1 per cent without the hypermarket.

The only pharmacy to report a significant drop in toiletries sales was that of C. Greenberg, situated in the mining village of Abertridwr, some two miles from Caerphilly. However, the business is one that relies mainly on dispensing, and the loss is unlikely to be crippling.

Mr E. J. Price took over the sole phar-

macy at Llanbradach—about 1½ miles from Carrefour and on the opposite side of it from Caerphilly—last April. He has thus little experience on which to base a comparison of life without the hypermarket. Mr Price was pleased with his first Christmas, but feels that some customers who would normally walk past the pharmacy on their way to the village supermarket now pass by car on their way to Carrefour.

Sales of Heinz baby foods were known

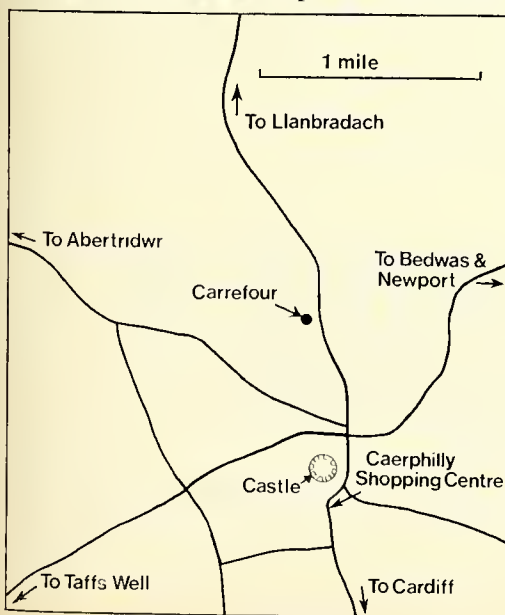
"Out-of-town customers attracted by the hypermarket don't spend all their time (or money) there ..."

to have dropped, as this is a line offered by Carrefour at a good cut price. But apart from the usual cuts on toiletries, Mr Price said he had made no special attempt to meet the new competition, believing that much of Carrefour's business is coming from outside the area—coaches have been seen bringing shoppers from as far away as Cheltenham, Bristol and Gloucester.

Two miles further on up the valley lies the small town of Ystrad Mynach, where Boots share the trade with Mr W. R. John. Mr John has a very heavy dispensing business—but a modern self-selection counter side which thrives on (as he puts it) bread-and-butter toiletries. Again, Mr John had no impression of a loss of trade, and suggested that the claimed sales of medicines by Carrefour were being taken away from the non-pharmacy outlets!

Mr John's pharmacy has an air of merchandising success, but this was being achieved without resort to anything but a minimum of cut-price offers. His only question regarding Carrefour was his failure to sell Polaroid cameras at Christmas—with Kodak Instamatics, these form the basis of the hypermarket's "photographic" counter, and are obviously the sort of line on which the cut price is particularly noticeable to the public.

Some five miles to the west of Caerphilly by road is the village of Taffs Well. At



Continued on page 73

The day we decided to go to town on pollution, we went to the country.



Where healthy hair and clean skin are concerned, town pollution is a very real and serious problem.

But, until now, no manufacturer has really taken it seriously.

(There have been playful attempts of course – with playful results to match.)

Now take a look at new Country Lover:

Certainly the most exciting new range of hair and body care products you'll have seen in years.

And surely the most likely to succeed.

Country Lover is beautifully (and powerfully) packaged. Full of clean-green country fragrance. And *totally* effective in the job it has to do.

Naturally, we're launching it with full-colour, full-scale national advertising (starting in April).

And a full-colour dispenser and point-of-sale material are available *free* on request (ask our representative or else contact Nutress Laboratories direct).

So if you want to go to town on profits this year, you know what to go for:

Country Lover

With a breath of the country in it.

Comment

Cross fertilisation

Many pharmacists are convinced that the survival of pharmacy as one of the major health professions is possible only if the profession becomes more and more closely involved with the actual treatment of patients. There is, however, diversity of thought about the steps needed to bring the dream to reality.

The ultimate goal, on which all are agreed, is a system in which doctors and pharmacists work together in close professional association, each acknowledging the specialist expertise of the other. Until that condition is satisfied pharmacists cannot expect admission to full membership of what has come to be called "the clinical team".

But it must be recognised that there are formidable obstacles to be surmounted before that measure of co-operation can be achieved. One of the most important arises from the fact that the professional education of doctors and pharmacists is conducted in what are virtually watertight compartments.

The majority of pharmacists are trained in polytechnics or technological universities, none of which has a faculty of medicine, making them unable to provide opportunities for cross fertilisation. As a result, to the average medical student, pharmacy is often just about as remote as metallurgy.

It is by no means easy to suggest ways and means to overcome such obstacles. Some schools of pharmacy have made arrangements with local doctors or hospitals for final year students to be given opportunities to observe the use of drugs in a clinical context but, unfortunately, this usually has to be

done on an *ad hoc* basis because hospitals have no authority to spend money on the provision of facilities for teaching students of pharmacy or to pay members of the medical staff to give lectures and demonstrations to the students.

It may be that schools of pharmacy might follow the lead of some of the technological universities in which the school of engineering has made a direct approach to clinicians with the suggestion that many problems might be solved by co-operation between graduates in medicine and engineering. Generally speaking the approach has been welcomed and in consequence there are now several societies in which doctors and engineers meet together to discuss medico-engineering topics.

Perhaps the first such steps should be taken by schools which are part of universities in which there is a faculty of medicine. Every medical school has its associated teaching hospital in which exist facilities for observing the effects of drugs on human subjects. The possibilities of co-operative research involving the two disciplines are therefore almost unlimited.

It will be difficult indeed to persuade doctors to accept pharmacists as professional associates while the academic staffs of schools of pharmacy remain isolated, far removed from the places where therapeutic decisions are made and where the actions of drugs on human subjects are daily being observed and measured. This is the real core of the problem and it must be solved if pharmacy is to survive into the nineteen-eighties.

Hypermarkets and chemists

Continued from page 71

the pharmacy, Mr Williams reported "no effect". Any local business going to the hypermarket would have previously gone to Cardiff, not the village shops, he said. Mr Williams had already stopped selling items such as electric razors because he discovered potential customers all had access to a "wholesale" price from somewhere.

Two miles to the east is Bedwas, where the daughter of the local pharmacist, Mr T. R. Evans said there had been no problems. Even wines had sold well at Christmas, and there was little price competition in the village. She suggested that the poor choice offered by the hypermarket was the reason so few people shopped there.

Nevertheless, Carrefour is succeeding, and its trade is coming from somewhere. Probably the worst affected retailers have been independent grocers and butchers (areas in which Carrefour is strong and which involve the customer in heavy and

bulky purchases) and those selling high-price durables such as electricals.

This is borne out by a similar survey to this one published (by coincidence) in last Saturday's *The Grocer*. Their reporters found the multiples generally tight-lipped about their falling trade, but come up with drops of 20, 30 and 50 per cent estimated by owners or managers. One Spar retailer had been forced to quit the trading organisation, and had taken a job, leaving his wife to look after the store.

There are also some anomalies. If, as is suggested locally, Cardiff's big stores offer better selection combined with keen prices, why are Cardiff shoppers still driving out to Caerphilly? Two possibilities are that the lack of selection only becomes obvious to the frequent customer with a specific shopping list (to the casual observer, the array of goods is vast, being spread over one open plan area instead of split into floors and rooms as in a city store), and secondly, that the long openings hours attract (11 hours on four days a week, 12 on Saturday) thus facilitating the family visit.

But for independent chemists the outlook seems bright. Even if Carrefour boasted a pharmacy, the walk across the car park, the size of the premises and the queue to get out would be a strong deterrent to a sick person or someone who has left a sick relative at home. And while the customers rely on their local phar-

macy they can, with a little enterprise, be persuaded that the journey isn't worthwhile for a lot of other purchases as well!

Another hypermarket is due to open at Newport soon, and it remains to be seen whether increasing access to this form of trading will bring about a permanent change in shopping habits. If it does, pharmacists may yet come to fear the new giants.

Caerphilly's main shopping street, showing the pharmacy of B. L. and P. M. Morris



Professional News

Pharmaceutical Society of Great Britain

Proposal for a 'College of pharmaceutical practice' to be investigated

A working party of hospital, industrial and general practice pharmacists is to consider the institution of a College of pharmaceutical practice and make recommendations to the Council of the Pharmaceutical Society. That was one of the decisions taken at the Council's meeting last week.

The Practice Committee had considered the Secretary of State's advice to hospital and local authorities that no appointments should be made to senior posts in the hospital service carrying salary scales with a maximum of over £4,000, pending the reorganisation of the National Health Service. The Council agreed that the Society should join with the Guild of Hospital Pharmacists in an approach to the Secretary of State requesting him to exempt from his general advice senior appointments in the hospital pharmaceutical service designed to secure the implementation of the recommendations in the Noel Hall Report.

Mr K. Lees asked: what information does the Society possess regarding representations being made by the Council for National Academic Awards on the position of polytechnics and their courses for degrees in pharmacy in the European Economic Community?

He was told that the Department of Education and Science had appointed a working party to consider the question of the harmonisation of educational standards made necessary by the entry of the United Kingdom into the European Economic Community. The Department had said on several occasions that in all discussions involving universities it was automatically assumed that the CNAA was included, as its position in law was that of a university.

Future of hospital pharmacy

A recommendation was accepted that a working party should be set up consisting of two members of the Hospital Practice subcommittee and two members of the Science Committee to prepare a report on "The Future Role of the Hospital Pharmacist".

The Branch representatives' meeting in May 1972, passed a resolution that members of Council should be elected by means of a single transferable vote. The Council was addressed by Mr Robert A. Newland (of the Electoral Reform Society) on the subject on January 9 and a decision on the matter was yet to be made.

It was agreed that the closing date for

contributions to the F. W. Adams Memorial Fund would be March 31.

When the question of dispensing containers for strip and blister packs of solid dose forms was considered, there was general agreement in the General Practice subcommittee that the British Standards Institution should be asked to amend the appropriate standard to include four new sizes of carton as follows (inches): $3\frac{1}{2} \times 5\frac{1}{8} \times 1\frac{1}{8}$; $3\frac{1}{2} \times 5\frac{3}{8} \times 1\frac{3}{8}$; $2\frac{3}{4} \times 7 \times 1\frac{1}{4}$; $2\frac{3}{4} \times 7 \times 1\frac{7}{8}$, (similar dimensions to the larger of the BS 1679 cartons).

A large range of manufacturers' packs could be accommodated within the proposed range of carton sizes, it was reported. Council agreed that an approach on the above lines should be made to the BSI and that the question of standardisation of strip and blister pack sizes should be raised with the Association of the British Pharmaceutical Industry.

A Law Committee recommendation that a letter warning pharmacists to be on their guard against forged prescriptions should be sent to all general practice pharmacies.

Advertising cautions

A number of instances, of advertising and canvassing had been brought to the notice of the Ethical Committee. In one case, a pharmacist had distributed postcards to local householders which, among other things, referred to "qualified advice". Justification for the canvassing had been claimed because it had been carried out within one mile of the pharmacy concerned. Council agreed that the cards did advertise professional services and created an invidious distinction and that their distribution was canvassing for business. In another case, it was agreed that the superintendent pharmacist of a company which had taken a full page advertisement in a local newspaper should be informed that it constituted advertising of professional services. Although the advertisement had been for cosmetics, the word "chemist" had appeared twice and the advertisement had included the hours of business.

Editorial matter associated with an advertisement for another pharmacy would have led the public to infer that medicines were on self selection, that a superior service was given and that medical products were dispensed. The Council agreed that a firm letter should be sent to the superintendent pharmacist concerned deploring the company's advertising and warning

him as to his future conduct. The Committee considered the case of another pharmacy company which was said to have advertised professional services in the local cinema, to have displayed notices referring to "fast dispensing, National Health and private prescriptions". The superintendent pharmacist concerned had apologised but expressed the desire to continue to advertise his professional services. It was agreed that a letter should be sent to him deploring his advertising of professional services and pointing out that if he continued to advertise he would be in serious conflict with his profession.

An advertising feature on behalf of a pharmacy company had included editorial matter which had referred to medicinal products and to personal service, photographs of the exterior of the pharmacy concerned and a large advertisement. Subsequently, a further advertisement had also appeared. The superintendent pharmacist of the company had been asked for his comments and a reply had been received from the company chairman (also a pharmacist) who had apologised for the company. He had explained that in speaking of "personal service" the company was thinking of the contrast to supermarkets. The superintendent pharmacist had also written expressing regret. It was recommended that a letter should be sent to the superintendent pharmacist expressing the Council's regret that such advertising had taken place and suggesting to him that it might be helpful if he discussed the question of advertising with the Society.

An advertisement for cosmetics by a pharmacy company had included wording to the effect that the superintendent pharmacist (who was named in the advertisement) and the other directors knew the area well and had the needs of its residents very much in mind. The superintendent pharmacist had stated that it had been thought that the wording complied with the Statement upon Matters of Professional Conduct. The inspector for the area had also reported that the registered trade name "Super Buys" was being used on a window poster at the company's pharmacy. It was recommended that the superintendent be informed that the wording did not comply with the Statement upon Matters of Professional Conduct and that the trade name "Super Buys" was unsatisfactory for a pharmacy.

Bioavailability of generics

At the Science Committee meeting, Professor A. H. Beckett had pointed out that hospital pharmacists were responsible for ordering large quantities of generic preparations of drugs but it appeared that only a few hospital regions were testing to establish equivalence with proprietary products. It was important, he said, for those pharmacists that a directive should be issued by the Department of Health that equivalent bioavailability should be established in all cases where a generic was used instead of a proprietary. Professor Beckett added that particular attention should be paid to drugs whose pre-

Continued on page 77



The fifteen second nappy.

That's all it takes to tell more than 7 million people about Caroline.

Because Caroline are going on television.

No other disposable nappy has ever done that.

Caroline are the first.

Their T.V. campaign starts early in the new year. And with many commercials reaching over 2½ million homes, by the end of the month you won't know what's hit you.

Up until now Caroline have crept very softly into a market already saturated with countless unsuccessful brands. So why are Caroline brave enough to launch yet another disposable nappy? Simply because they're different. Unlike many before them, they don't fall to bits when wet, or cause nappy rash, or even block up the loo. In fact they're everything they claim to be.

So now's the time to make a noise.

And not only on television.

As a follow up there'll be exciting promotions throughout the year.

In addition there's a special introductory offer to the trade. Plus an optional guaranteed sale agreement for every order placed, and generous trade discounts for future stock.

So if you'd like to hear more, fill in the coupon right now. And we'll send you all you need to know. Before it's too late.

It's time you did a bit of soft selling.

Caroline

IDC (UK) Ltd, Sole UK distributors:
Interbro Ltd: Tel. Guildford 60757.

Send to: Interbro Ltd, Cavridy House,
Ladymead, Guildford, Surrey.

Name

Company

Address

A message to sales managers. There's no need to do London the hard way.

No one is suggesting that hard-headed, twentieth century, business-like you are anything like simple hearted, medieval country-boy, Dick Whittington, when it comes to seeking fame and fortune in London. (Silly Dick thought he'd find gold on the pavements, but instead found rats under the floor-boards.)

But if no businessman is likely to find rats in the skirting today, he might find some pretty large spanners in the works, if he tries selling in London the hard way.

Take yourself.

You know that London is easily the most lucrative market in Britain. (In fact, by itself it's as big a market as Norway and Sweden put together.)

So not surprisingly you want to be in there. Advertising on television. And selling in your products to the retail trade.

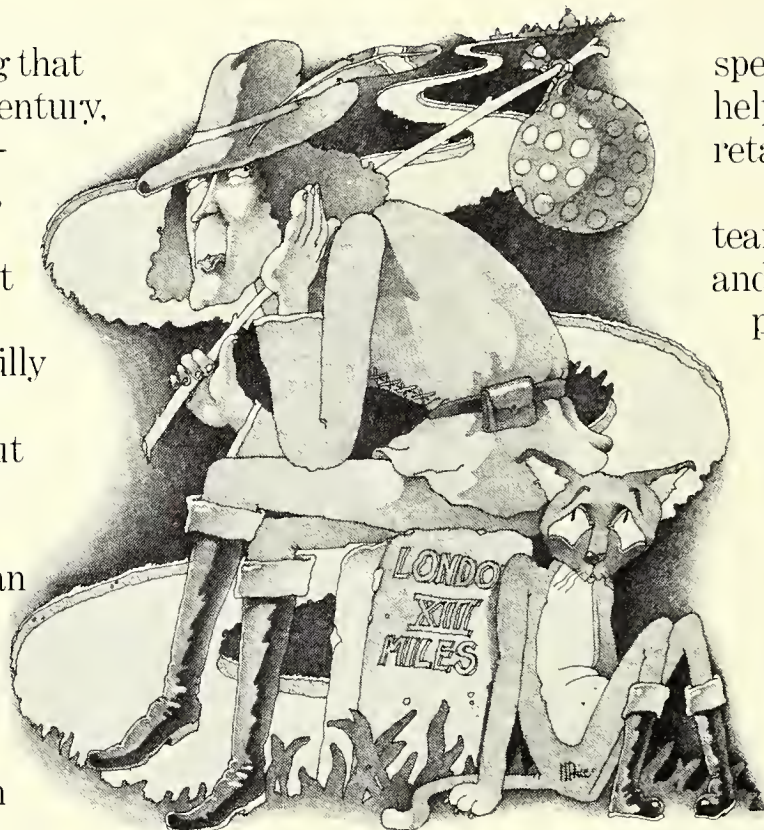
And then the problems start.

London is huge. So your own sales force gets overstretched. You want to launch a new product or distribution drive with a big bang. And you haven't enough salesmen to push it into the shops with more than a whimper.

London is a jungle. Perhaps your own people don't know it too well. So they might be in the wrong places at the wrong time.

This is doing London the hard way. Now for London the easy way.

With Footwork. The London Weekend Retail Sales Service. Twenty-two good salesmen and true,



specially formed by LWT to help their advertisers in their retail sales push in London.

Hire both Footwork teams (or one, if you prefer), and now watch your big problems become small fry.

You have a new product launch in London. Footwork will sell it in, while your regular sales force gets on with its regular job.

You want to do a distribution drive. A retail display drive.

A test marketing drive.

A seasonal sell-in.

Footwork can handle

them all. With skill. (Each Footwork representative is a highly experienced salesman.)

With inside knowledge. (Each Footwork salesman knows his area of London like a native. Because he probably is one.)

With speed. (The Footwork team has a capacity in the Grocery trade, for instance, of about 2,000 calls a week.)

And with efficiency. (The Footwork team will give you a report on their activities. Every week.)

And all this is just the bare bones of the Footwork operation.

If you'd like us to put some skin on the skeleton, just ring Ron Miller at London Weekend 01-734 9431, and he'll be happy to answer your questions.

If, after that, you wind up using Footwork, you should find that the streets of London are paved with gold after all.



The London Weekend retail sales service. We know our London.

Bioavailability

Continued from p 74

parations had differing availability or were suspect in that respect. Council agreed to make an approach to the Department.

The chairman of the Committee on Safety of Medicines (Professor Scowen) had said in a reply to a letter from the director of the Society's Department of Pharmaceutical Sciences (Mr S. C. Jolly) that experimental work was proceeding on the bioavailability of digoxin from digoxin tablets, but that it would take some time to complete.

The Science Committee discussed a recommendation which had been accepted by the Council of Europe Consultative Assembly on "problems arising out of the use of live animals for experimental and industrial purposes". It was agreed that that recommendation could hamper the necessary use of live animals for research and control. It was also agreed that a document issued by the International Committee on Laboratory Animals (no 3 1972) was a clear statement of views which the Society should support. Council agreed that the concern of the Society at the recommendation of the Consultative Assembly should be expressed to the Department of Health and to the Medical Research Council. The Department should be asked not to implement the recommendation without full consultation.

Employee's EEC concern

The European Economic Community (Policy) Committee noted the concern of employed pharmacists over whether their interests were being considered in relation to draft directive V and its possible implications.

The directive's principles (accepted by Council and reaffirmed by the Committee) include the following:

- (2) To restrict the goods which a pharmacist is authorised to trade in in his pharmacy, and,
- (6) It is considered that full professional responsibility for the pharmacist is of such importance that he should at least be the owner of the medication that he supplies and the apparatus and equipment that is in the pharmacy. . . .

With regard to (6), the Committee saw merit in the situation but drew attention to the existing situation of general practice pharmacy in the UK. It shared the concern of employed pharmacists and, if draft directive V were implemented in its present form, would seek ways to mitigate any adverse effects.

The UK contribution for the financing of the European Pharmacy Group for the year 1973 was 108,000 B. Fr, it was reported. It had already been agreed that the contribution should be borne in the following proportions: Pharmaceutical Society of Great Britain 47.5 per cent; National Pharmaceutical Union 47.5 per cent; Pharmaceutical Society of Northern Ireland 5 per cent. Council authorised payment of the Society's contribution, 47.5 per cent of 108,000 B. Fr. (approximately £500).

Letters

Record cards

I am truly surprised at the disparaging remarks of your correspondent, Mr E. Cerrino (*C&D*, December 16/23, 1972, p896) on the observations of Mr Dalglish, Aberfeldy, in his experiment on patient medication record cards.

Let us base differences of opinion on facts, as we are scientifically trained, and not on arty hypotheses.

The busier the dispensary of a pharmacy, the more remote the pharmacist is likely to be from the patient, and the more dependent on a Cardex system. The busier the physician the more he would appreciate a good comprehensive, cross-referenced Cardex system of pharmacological history, by date and duration of medication, in his patients' interest.

It might be difficult to quantify the economics of the exercise on a selective item basis, but I presume your correspondent discards all items which do not have a stockturn of once in eight weeks, and thereby gives a good pharmaceutical service. We remember at this point, the NHS container allowance controversy.

We pharmacists have a high standard. Is it not time we set the pace, instead of being so obsequious, thereby earning the respect of the physician as his monitor of suitable dosage forms, multi-drug incompatibilities, patient drug idiosyncrasies, and his invariably poor record keeping?

On a time basis: 30 seconds to remove a card from a family Cardex system, and attach to the EC10, pass to the dispensary, prescription recording at time of dispensing—30 seconds per item, and when cards are returned to file, they are linked to a stock reorder system. eg 100 items: 100 minutes/day/pharmacist (if he does his own recording) 200 minutes/day/pharmacist (if he does his own dispensing) total—five hours.

This leaves three hours recovery time, three eighths of the day, for difficult scripts and patient consultation.

The pharmacist who does more than 100 items per day without ancillary help is just plain greedy!

Charles R. Blythe
Douglas, Lanarkshire

Cost of saving

You have carried an advertisement from the Department of Health calling upon us to "have a word with your patients—it could save them money".

We have an agreement with the advertisers, under which our reward per hour is costed down to a small fraction of a penny. If the Department believes that we should do this extra work obviously they are going to pay us more! They cannot have it both ways.

M. E. James
Canvey Island

Thalidomide

We all regret the thalidomide tragedy and without going into the question of satisfactory compensation, etc, in the aftermath two problems will arise for the pharmaceutical industry. Will the need to insure and safeguard against any unforeseen claims in the future lead to delay in bringing forward necessary new drugs, and also greatly increase the cost of such?

The government is an interested party since it is the largest "consumer" through the National Health Service, and also safeguards the community by the Committee on the Safety of Medicines. Could it not in collaboration with the industry underwrite or insure against claims of drugs passed by the Committee on the Safety of Medicines?

By this means costs could be kept down and continuity of worthwhile medicines assured to the benefit of patients, future patients and the community.

A. G. Mervyn Madge
Secretary, Plymouth Branch,
Pharmaceutical Society

Uniformity

Now that suppliers will be re-designing their invoices and statements to conform to VAT requirements we would like to appeal for some uniformity in the size and shape.

We deal with some 200 suppliers and it is doubtful if one could find two firms whose invoices are of similar proportions.

Dates of an invoice are sometimes a problem too. They seldom appear in the expected position and in some cases are so badly printed as to be indiscernible.

G. V. Seanor
Haywards Heath



This label can help you solve your problems

Shopfitting

OLNEY BROS shopfitters offer you a complete service from start to finish. Beautifully fitted interiors using system 80. Stylish shopfronts, small building works, lighting, heating, even flooring and suspended ceilings. Yes EVERY ASPECT OF SHOPFITTING

For details of services or just for ideas send to. OLNEY BROS LTD. jado house. northbridge road. berkhamsted, herts ☎ 5417-9

name _____

address _____

INTERNATIONAL FAME IN 20 YEARS

Company profile

ANDRE PHILIPPE LTD

For two partners to gain an international name in the cosmetic industry within a period of 20 years is unusual, especially when it has been achieved on limited private resources. Yet that can be claimed by Andre Philippe Ltd, the company founded in 1952 as Silmor Distributing Co by Mr Len R. Silverstone and Mr Reg Morris.

They still remain in charge—although the name has changed—their policy has always been to look at the mass consumer market and to provide attractive and well turned out products at an acceptable retail price. Andre Philippe products therefore sell in most chemist shops and departmental stores.

Originally, they manufactured a limited range of products in a basement at Cosway Street, Marylebone—then followed a showroom and office in the Caledonian Road. Later they found it necessary to expand and were fortunate in acquiring their present freehold factory at Gowan Avenue, Fulham.

Since this move, further expansion has

taken place by acquiring adjacent factory space and at the present moment they are negotiating for a further area.

The success of the growth of Andre Philippe has been brought about by the hard work, trust and integrity enjoyed by both directors.

The company which might be said to have started from an enthusiastic desire and determination to be successful, has achieved that in some measure, as is proved by the fact that for one of their current lines only, the sales are in the 750,000 bottles mark annually, with total sales, in terms of units, running into millions.

With the staff level remaining pretty constant, it is pleasing to note that the average term of employment at Andre Philippe is seven years. The co-operation between staff and management is something of an exemplary nature, with respect from both sides.

With Mr Silverstone caring for the home sales force and sharing administrative responsibilities, Mr Morris looks

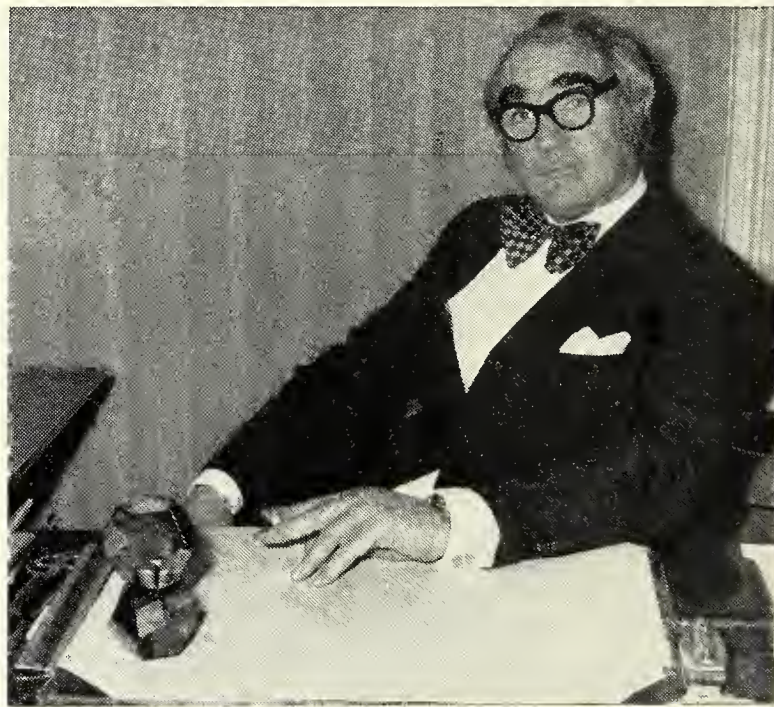
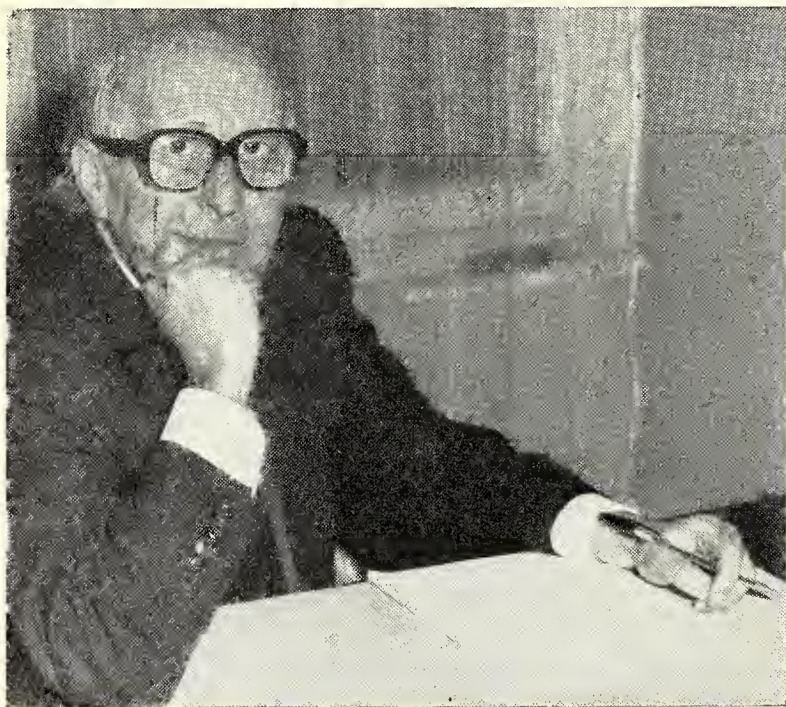
after the export field, production and design of all Andre Philippe exclusive bottles. As home sales have grown, so have the sales of Andre Philippe products abroad. The company now exports to some 35 countries throughout the world.

Some credit must go to Andre Philippe for their journal—the "Andre Philippe news executive newspaper", house journal with a circulation of 20,000 that is distributed not only in the United Kingdom, but to many outlets abroad—customers and embassies.

On the 20th anniversary of the company's history, the board of directors have elected Mr Reginald Morris as chairman and managing director.

When *Chemist & Druggist* called at Cowan Avenue they were shown prototypes of a number of new products that underlined the determination of the company to ensure the sales graph continues its successful upward trend.

Mr Len Silverstone (left) and Mr Reg Morris



Books

Prescriber's List, 1973. Unichem Ltd. Crown House, Morden, Surrey. 9 x 5 in. Pp 338. £1.65.

Prescriber's List contains an alphabetical list of proprietary medical products, with brief clinical indications, a list of permitted National Health Service appliances, a guide to prescription writing and a list of chemical or approved names together with other useful references.

A supplementary therapeutic index is also provided giving diseases and complaints in alphabetical order followed by those products which can be used to treat them.

Capsule Technology and Microencapsulation 1972. M. Gutcho.

Noyes Data Corporation, Noyes Building, Park Ridge, New Jersey 07656, USA. 11 x 8½ in. Pp 370. \$36.

The information in this book is based on US patents since 1960 relating to all aspects of capsule technology and micro-

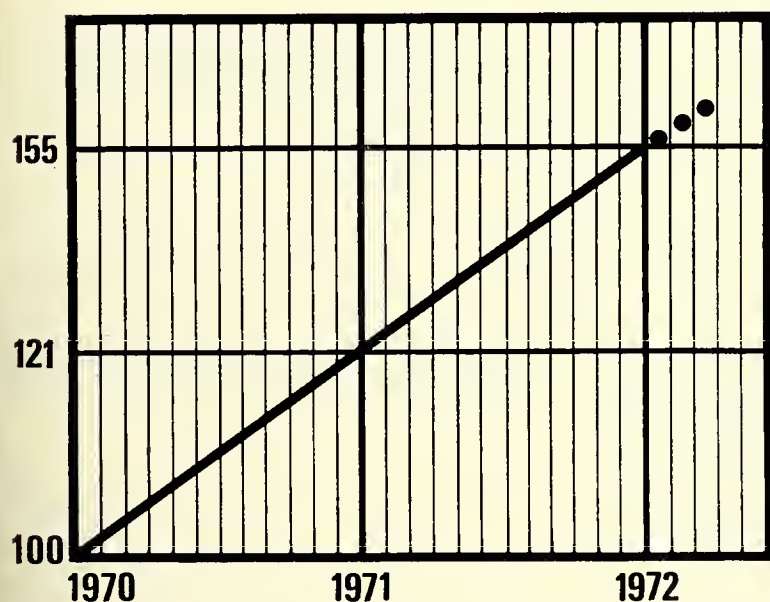
encapsulation. Where necessary some relevant earlier patents are included.

By eliminating legalistic phraseology the author has aimed to give the book two functions. It is intended to serve as guide to the patent literature in the field and to supply detailed technical information on the subject.

The table of contents is organised in such a way as to serve as a subject index. Other indexes, intended to provide easy access to the information, are those arranged by company, inventor and patent number.

Ex-Lax Announce

Recent Sales Growth



These facts support our claim that Ex-Lax is the fastest growing established proprietary medicine. 1971 sales: up 21% over 1970. 1972 sales: up 28% over 1971.

Those are overall percentages for the established Ex-Lax range: chocolate-in trial, medium, economy and junior packs; and unflavoured pills. And they represent volumes bought and sold by direct customers: because Ex-Lax believe in supplying optimum stock levels only.

Now we celebrate the new year with the launch of Ex-Lax Instant Mix, retailing at 57½p. This offers the same proven, gentle and reliable Ex-Lax active ingredient in a new form—a fast dissolving

Future Sales Boost



powder—with a refreshing orange taste. Its appeal has been specifically designed to widen the Ex-Lax franchise by reaching a new market.

Be sure your stocks are geared to the dramatic increase in consumer demand for Ex-Lax. Orders will be processed in strict rotation.

Take advantage of the special introductory offer on Ex-Lax Instant Mix—£3.99 per dozen against £4.36 per dozen, regular price—by sending your order before February 21st, 1973 to:

Ex-Lax Ltd., Argyll Avenue, Slough, SL1 4HD, Bucks.

EX-LAX

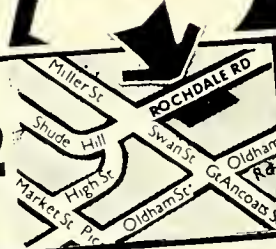
MANCHESTERS BIGGEST TRADE WAREHOUSE

barons

4 ROCHDALE RD. MANCHESTER 4

OPENSUNDAY 9am 'til 2pm
DAILY 9am 'til 6pmLATE NIGHT THURSDAY 'til 8pm
CLOSED SATURDAYS

telephone:

**061-832
9081**

**£285,000 OF ELECTRONIC
ADDING MACHINES CALCULATORS
AND CASH REGISTERS**

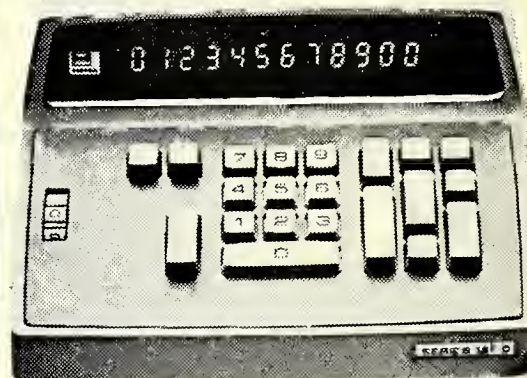
ALL HIGH QUALITY, BRAND NEW & FULLY GUARANTEED

**SAVE OVER
HALF-PRICE**

WE ARE NOW ABLE
TO OFFER THESE STOCKS
DIRECT TO THE TRADE
DUE TO THE LIQUIDATION OF
THE DISTRIBUTION FIRM OF THIS
FAMOUS AMERICAN MACHINE CO.

**NOTE TO
RETAILERS**

Remember V.A.T. comes into
force on April 1st, 1973 and if
you are in a retail business you
must have a cash register or
an adding machine with an
audit roll.

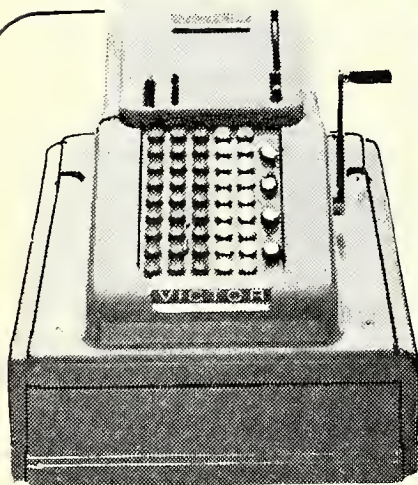
SAVE £125**VICTOR SERIES 1200**

ELECTRIC CALCULATOR—The compact series 1200 is smartly designed to fit into every modern office decor, durable high-impact Cyclocase in eye-rest Aspen Green with harmonising Frost Green numeral keys and Teal control keys. Desk size: 5½" high, 10" wide, 11¼" deep. The main features of this machine are: Automatic constant multiplication and division, Memory Register which stores any amount at the touch of a key. Can be brought out of accumulating memory to the main calculating register to be used as desired at the touch of another key, you can add, subtract directly to or from the accumulating memory register. Constant Dividend obtainable by placing the factor in the memory register for repeated recall at the touch of a key. Automatic repeat addition or subtraction; 12 digit capacity; flexible decimal selection; automatic round off or drop off provides greater accuracy in calculating decimals. The value of this machine is far in excess of £200.00! We offer this machine at only No postage required!

SAVE £75

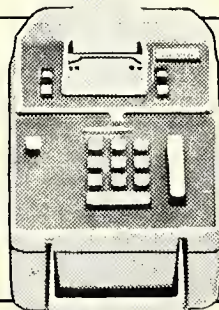
VICTOR CASH REGISTER

The measurements of this cash register: 10¼" high, 12" wide by 15¼" deep. The features of this machine are: Registers £999.99, its total capacity for use as an adding machine totals to £9,999.99. Four designation keys provide department or clerk identification, charge received on account and paid outs may be identified by use of 'Z' symbol, cash sales accumulate in locked-in cash register total for the day, ensuring strict accounting for all money received from cash sales. This machine is not operative for security reasons unless identification button is pressed. The detail tape which is completely enclosed by hinged cover to ensure locked in protection of daily business records—a necessity for VAT. After intensive research we have assessed the retail value in excess of £140.00.

£65**£75**

With 12 months guarantee
No postage required!

**SAVE
£20.05**

**VICTOR TALLYMASTER****ELECTRIC PORTABLE ADDING MACHINE**

This totals up to £1,000,000 less 1p and is a compact machine. Size: 13" x 6½" x 6½". It has a retractable carrying handle and the case is built from a high impact material. The features of this machine are: Adds, subtracts and multiplies electronically and prints out on detailed roll which can be used as a cash register which will be a necessity for V.A.T. from April 1st, 1973. Recommended retail value of this machine is in excess of £40.00. OUR SALE PRICE OFFER which includes a full 12 months Guarantee is

£19.95

No postage
required!

**SEND CHEQUE or POSTAL
ORDER with ORDER**

**BARONS TRADE WAREHOUSE
4 Rochdale Road Manchester 4**

**PERSONAL
CALLERS
WELCOME**



NPU solution to VAT stationery problems

In less than 3 months' time value added tax (VAT) will be in force and all the portents are that the tax will necessitate a revolution in the accountancy pattern of all businesses except perhaps the very smallest, which won't be registering, and the very largest, which are already equipped with sophisticated machinery. Much has been said and talked about the tax itself, how it will function, the forms to be filled up and so on. Less emphasised to date has been the action that the "taxable person" (in VAT jargon) will have to take so that he is equipped to fill up his regular return to Customs and Excise and, incidentally, satisfy the Customs' inspector when he calls to check.

The specimen return form (VAT 100) reproduced as Appendix C in Customs and Excise Notice 700, would seem to be relatively easy to complete but that is only so if the daily figures have been abstracted through the month. To do this means revolutionising the cash book and, adopting some new system to analyse invoices and takings.

Most of the well known companies who specialise in this type of stationery have naturally concentrated on systems which the majority of businesses are likely to adopt. It is understood that the systems so far produced could not readily be adapted for the retail pharmacist's special problems because of his standard-rate inputs and zero-rate outputs and his special exemptions, nor have they been designed for monthly returns and most pharmacists will want to make their returns monthly rather than three monthly since it has been calculated that if the turnover from the NHS contract amounts to 23 per cent or more of turnover (and most do) the contractor is likely to be in credit with the Customs. Hence the advantage of collecting monthly not three-monthly.

Action by the NPU

The National Pharmaceutical Union's *Pink Supplement* last month mentioned that the NPU were well ahead in preparing a loose-leaf daily takings register and a sheet to analyse purchases. *C&D* asked the NPU this week what progress had been made and when could the chemist expect to see the results?

The answer was that there were still a few minor points that were not cleared up by Customs and Excise until last Friday despite much pressure on the NPU's part. The programme is expected to be:

- Distribution at the end of January of a broadsheet with illustrations of their VAT accounting system. The sheet would contain an order form.

- By mid February an indication of the numbers required should be apparent.

- Early March (hopefully) first orders executed.

NPU warn that there might be a hold up on supplies of the binders depending on the demand. The costing would not be finally made until the demand was seen, but it was likely to be about £16.

In their introduction to their system, the NPU say it comprises basically three records. These are the normal cash book in which the cash receipts and payments of the business are recorded together with a summary of the bank account. Totalled monthly this records the progress and cash flow of the business. The second document is a ledger/day book sheet for recording daily the cash sales and analysing the day's takings to provide information for the VAT return. These two records or their equivalent will need to be kept whichever system of VAT accounting is adopted. The third record is in alternative forms. NPU believe that most of their members will wish to make their VAT return at the time they pay their accounts even though this has the disadvantage that it delays the timing of the VAT return by up to six weeks—and, of course, delays the refund of VAT input tax overpaid. The advantage is that the paperwork involved is kept to a minimum.

Those adopting this practice will only have to keep detailed records of their zero-rated invoices and for this purpose a "zero-rated input record" is being provided. Alternatively, for those wanting to reclaim their VAT at the earliest possible moment, the pharmacist will either have to keep a "full set of books"—day books, ledgers, etc, on double entry basis—or make a detailed record of VAT invoices. For this NPU are providing a special "input sheet". A specimen sheet and notes are provided in the binder for each of the documents.

VAT briefs

- Customs and Excise are recommending importers to advise their suppliers overseas to quote their VAT registration numbers on declarations for consignments due to arrive after April 1. In the majority of cases, they say, this will avoid the delay and expense of immediate collection of VAT on delivery of the package and enable a taxable importer to account for the tax later in his VAT account.

- NCR are running a number of one-day courses especially for the retailer, to familiarise him with the problems of introducing VAT and how this may be done with the least upheaval to his business. The courses will be held at NCR's Greenford education centre, between 09.30 and 16.30, on January 23, February 6, February 27, and March 13. Applications should be made direct to: The Registrar, NCR Education Centre, 309 Ruislip Road East, Greenford, Middlesex, UB6 9BQ.

Overseas News

Indian drug industry told "avoid costly research"

Mr Ernst Jucker, a director of Sandoz of Switzerland, told a meeting in Bombay recently that while the Indian pharmaceutical industry was able to supply the major portion of the drugs needed in India, it could not yet afford to grow in every respect. They had still to concentrate on the improvement of technological processes and must therefore, for a while, "refrain from the too expensive and too risky basic drug research".

Mr Jucker referred to the policies adopted by Japan and Russia and said that Russia had acquired patent rights for medicines from the West and saved hundreds of millions of roubles to be used for research activities in other fields.

The agreement on science and technology now being signed by Russia with the western countries fully acknowledged the various aspects of industrial property rights, especially patents and trade marks. At the same time, Russia was changing its patent laws giving foreign collaborators far reaching monopoly rights.

Japan, too, obtained patent licences from the western countries which totalled over 900 during 1949-1967. During 1964, for example, Japan paid about \$6 m for foreign patent licences, but, in the same year, because of local manufacture and exports of drugs produced through those licences, Japan made a saving of \$99 m and by 1965 the Japanese drug production had totalled \$1,200 m making it the second biggest pharmaceutical industry in the world.

Management personnel needed

Mr A. V. Mody, president of the Indian Pharmaceutical Congress, has called for co-operative efforts by the pharmaceutical industry to establish a management institute as the lack of senior management executives was the biggest problem facing the Indian drug industry today.

The president said "internal disharmonies and individual company interests should give way to the national interest" and urged the setting up of a scientific information centre for co-ordinating the national research and development plan for drugs, joint collection of production and marketing data, establishment of an export consortium and a substantial number of post-graduate scholarships for pharmaceutical research. He stressed that a national drug pricing policy would help achieve these measures directly.

To meet the fifth (1974-79) and sixth plan (1979-1984) production targets of Rs6,000m and Rs12,000m, an additional 1,800 senior management executives would be required—600 by 1978-79.

The present per capita consumption of drugs was only Rs5.9. Mr Mody felt that the problem could be solved if the drug industry was allowed to generate its own resources through rational pricing.

Stricter controls in new Irish Misuse of Drugs Bill

New and more extensive provisions for controlling the production, distribution and possession of certain drugs liable to abuse are included in the new Misuse of Drugs Bill, 1972, the text of which has recently been issued. Penalties ranging from 12 months to 14 years are provided for breaches of the legislation.

The Bill also provides for the repeal of the Dangerous Drugs Act, 1934 (which applied control over the import, export, production, possession and distribution of narcotic drugs, such as opium and its derivatives, cocaine and cannabis) and the provisions of section 78 of the Health Act, 1970.

This empowered the Minister for Health to control by regulation the possession of other categories of drugs such as LSD and amphetamines. In addition, the Bill also provides for certain amendments of the Poisons Act, 1961, and the Pharmacy Acts 1875 to 1962, with particular reference to powers to make regulations under those Acts.

Section 3 of the Bill makes it an offence

for any person to be in possession of a controlled drug unless authorised by regulations.

The Minister is also empowered to make regulations enabling certain classes of persons to have controlled drugs in their possession in specified circumstances or for specified purposes and it stipulates that the regulations must include provision authorising pharmacists, doctors, dentists and veterinary surgeons to have drugs in their possession for the purposes of their profession. The Bill empowers him to make regulations in relation to controlled drugs dealing with safe custody, packaging and labelling, transportation, disposal of unwanted stocks and the keeping of records. Provision is also made for regulating the form in which prescriptions for controlled drugs are issued and the furnishing of information to the Minister in relation to the dispensing of such prescriptions.

Section 6 of the Bill provides power to give a direction to a doctor, dentist, veterinary surgeon or pharmacist convicted of certain offences in connection with con-

trolled drugs, prohibiting him from engaging in certain professional activities in relation to the drugs concerned.

Under section 7 provision is made for the making of an order by the Minister where he is of opinion that it is in the public interest, relating to any particular controlled drug which would enable its use to be restricted to research or other special purposes and/or to be subject to a special licence.

The Bill also makes it an offence to be in possession of controlled drugs for the purpose of unlawfully supplying them and also makes it an offence to forge or fraudulently alter a prescription or to be in possession of such prescription.

Powers of inspection are granted to the police to search persons and vehicles without warrant and to inspect premises of manufacturers and traders and to arrest without warrant a person who in the officer's opinion has committed an offence under the Bill.

Sections 25 and 26 contain provisions relating to the Poisons Act, 1961 and the Pharmacy Acts, 1875-1962. These will enable regulations to be made declaring substances to be poisons for the purposes of the Pharmacy Acts and effect certain necessary amendments to sections 14 and 15 of the Poisons Act, 1961, which empower the Minister for Health and the Minister for Agriculture and Fisheries to make regulations for the control of poisons.

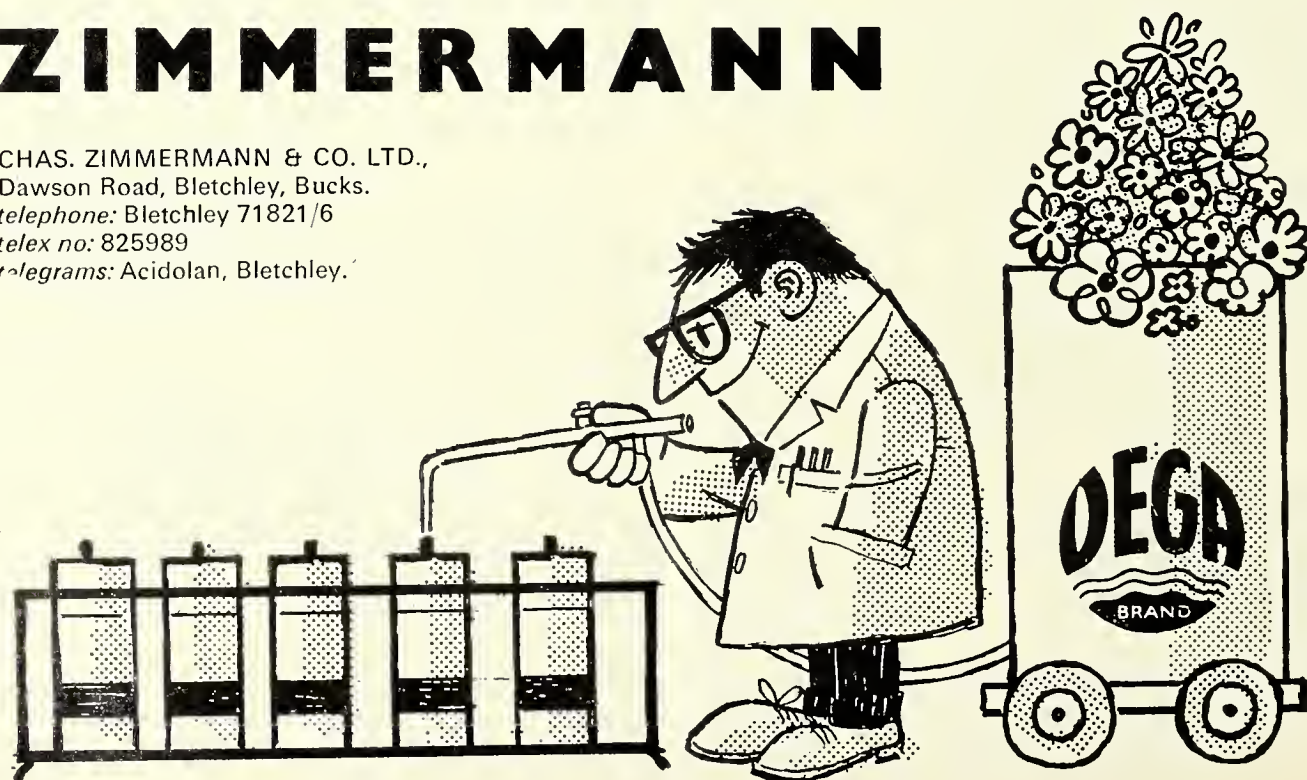
Contravention of a direction by qualified person convicted of certain offences under the Act carries penalties ranging from a fine of £250 or 12 months (or both) to a fine of £3,000 or 14 years (or both).

PERFUMERY CONCENTRATES

for soaps, perfumes cosmetics and AEROSOLS

ZIMMERMANN

CHAS. ZIMMERMANN & CO. LTD.,
Dawson Road, Bletchley, Bucks.
telephone: Bletchley 71821/6
telex no: 825989
telegrams: Acidolan, Bletchley.

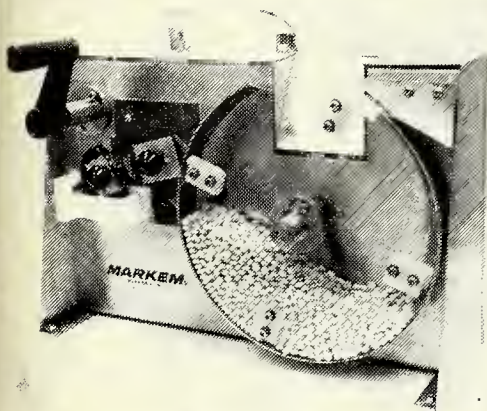


Equipment

Small batch tablet printing machine

The Markem model 253 tablet and capsule printing machine is designed to mark experimental batches or pilot runs of coated tablets and capsules.

The machine, available from Markem (UK) Ltd, Tribune Trading Estate, Leicester Road, Rugby, Warwickshire, will print items of a variety of sizes, shapes and surfaces. The product to be marked is picked up from the hopper by the rotat-



ing feedplate, positioned imprinted and ejected.

The model is portable and can be equipped with either a hand crank or a motor. Hand operated speeds are stated as up to 5,000 items per hour and motor speeds up to 10,000 units per hour.

Package contents monitor

Package contents monitor which "looks" electronically at a package travelling under the sensing probe unit and signals a reject if it is lower in content than it should be, is announced by Goring Kerr Ltd, Hanover Way, Windsor, Berks.

Scanpack, as the equipment is known, monitors contents of boxes or packs having consistent dimensional stability at speeds of up to 1,000 per minute. It does not weigh but in many cases it does the same job. There are no mechanical devices needing fine adjustment and there is nothing to wear out. The high operating speed of Scanpack is faster than the normal rejection rate possible with more conventional check weighing methods.

One use of the system is checking boxes which are packed with 20 objects of identical size and type. Scanpack will reject any boxes containing less than 20 objects. Alternatively, when checking boxes packed with ten glass phials of liquid, it will reject any boxes containing less than ten phials or any boxes containing unfilled phials.

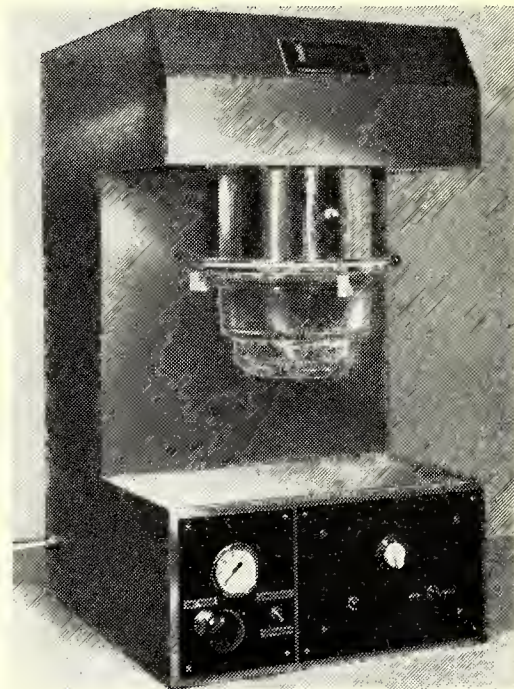
Vacuum mixer for pastes

A bench-top vacuum mixer which allows the ingredients of pastes to be mixed and de-aerated simultaneously has been devel-

oped by Cunningham and Cooper Ltd, Wall Hill, Dobcross, nr Oldham, Lancs. Suitable for use in the pharmaceutical and cosmetic industries and in laboratories, the mixing action is said to ensure 100 per cent homogeneous mixing under a vacuum of 29 in.

Ingredients can be added under vacuum at any stage of the mixing process by a hopper attachment, the transparent mixing bowl allowing the mix to be continuously viewed.

The mixer measures 21 in long × 18 in wide × 33 in high and is available with mixing capacities of from 1 litre upwards. A variable speed mixing control is fitted.



Pharmaceutical and Fine Chemicals



ALLANTOIN
BARBITONE
CAFFEINE
CAMPHOR
CARMINE
CREOSOTE
DIASTASE
DIGOXIN
EPHEDRINE
FERROUS FUMARATE

FOLIC ACID
GLYCEROPHOSPHATES
LACTOSE
MANNITOL
NICOTINATES
PANCREATIN
PAPAIN
PAPAVERINE
PEPSIN
PHENYTOIN SODIUM

PHENOLPHTHALEIN
QUINIDINE
QUININES
RESORCIN
SILVER PROTEIN
SULPHADIMIDINE
SULPHAGUANIDINE
SULPHATHIAZOLE
TETRACYCLINE
THYMOL Etc.

ZIMMERMANN

Chas Zimmerman & Co. Ltd.,
Dawson Road, Bletchley, Bucks.
telephone: Bletchley 71821/6 telex no: 825989 telegrams: Acidolan, Bletchley

Market News

CARDAMOMS: BIG RISE

London, January 17: Cardamoms moved up sharply during the week after a long period of relative stability. Nutmegs also showed a steep rise. In fact most spices displayed a firmer tendency including gingers, pepper and turmeric. In the case of turmeric new crop offers for March shipment were being made around the same level as the old crop for prompt shipment. Although new crop buchu is not yet offered spot material was easier. There was business done in sarsaparilla, colocynth pulp and kola nuts at higher rates than previously. In essential oils bois de rose was easier on the week but its price is well ahead of that operating last month. Chinese spearmint offers for shipment were well ahead of the market's ideas and it is unlikely that much business will be done at today's inflated prices. Among other changes were clove leaf, citronella, Bourbon geranium, patchouli and Mysore sandalwood.

Olive oil is now over £500 per metric ton for spot.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £5.62½ kg.
Ascorbic acid: £2.45 kg; 5-kg £2.51; sodium ascorbate, plus £0.23; coated, plus £0.10 kg.
Carotene: Suspension 20 per cent £16.73 kg.
Cyanocobalamin: Up to 200-g lots £2 per g.
Fenticlor: 50-kg lots £1.73 kg.
Folic acid: 5-kg lots £18.65 kg.
Gallic acid: 1,000-kg lots £1.68 kg.
Hydrogen peroxide: 35 per cent, £149 metric ton.
Mercurochrome: £7.95 per kg.
Mercury salts: Per kg in 50-kg lots; ammoniated powder £5.15; oxides—yellow £5.90 and red £6.10, perchloride £4.30; subchloride £5.45; iodide £5.70 kg for 25-kg.
Nicotinamide: (Per kg) 1-kg £2.45; 5-kg £2.42.
Nicotinic acid: (Per kg) 1 kg £2.20; 50-kg £2.17.
D-Panthenol: £9 kg; 5-kg £8.50 kg.
Parachloro-meta-xylenol: 50-kg lots BPC £0.94 kg. phate (50-kg) £45.50.
Paraffins: (minimum 1-ton lots) liquid-BP £0.552 gal; light BPC 1963 £0.466; technical white oil WA23 £0.422; WA21 £0.477; Jelly-soft white BP £95 ton; yellow BP £85.
Potassium bitartrate: (metric ton) 50-kg lots £399; 250-kg £391; 1-ton £381.
Potassium citrate: £353 per metric ton.
Pyridoxine: £4.93 kg; 5-kg £4.90.
Pyrogalllic acid: Pure 500-kg lots £4.92.
Quinine: (Per kg in 85-kg lots) Alkaloid £34.25; bisulphate £26.25; dihydrochloride £32.25; hydrochloride £32.50; sulphate £28; hydrobromide (10-kg) £33.40.
Riboflavin: £14.17 kg; 5-kg lots £14.14 kg.
Sodium perborate: (Per 1,000 kg) monohydrate £283.50—tetrahydrate £145.75.
Sodium salicylate: Per kg in 5-metric ton lots £0.54; 1-ton £0.55; 250-kg £0.56½; 50-kg £0.59.
Sorbitol: Powder £335 metric ton for over 250 kg.
Tannic acid: 500-kg fluffy £1.40 kg; powder £1.38.
Thiamine hydrochloride: £6.20 kg; 5-kg £6.17 kg; 25-kg £6.10.
L-Thyroxine: £1.15 per g.
L-Triiodothyronine sodium: £2.50 per g.
Vitamin A: Oily 1 m iu per g £5.30 kg; 5-kg £5.20 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu £4.55.
Vitamin D: Powder for tableting 850,000 iu per g, £17.88 kg; 5-kg £17.78 kg.
Vitamin E: (per kg) £6.40; 5-kg lots £6.37.
Zinc carbonate: BPC 25-kg sacks £0.25 kg.
Zinc chloride: Granular 96-98% £140 metric ton.
Zinc sulphate: Heptahydrate £54 metric ton.

Crude drugs

Aconite: Spot £1,125 metric ton; £1,000, cif.
Agar: (lb) Kobe not quoted; European £0.73.
Aloes: (metric ton) Cape primes £365 spot; £345 cif, Curacao £725 spot; £660, cif.
Buchu: Spot £2.15 kg; shipment offers awaited.
Cardamoms: (Per lb cif) Alleppy greens No. 1, £1.45; prime seeds £1.55.
Colocynth pulp: Spot £700 metric ton.
Ginger: (ton) Cochín, new crop £240, cif, Jamaican, Nigerian split £930, cif, £260 spot; £240, cif; peeled £335, cif, Sierra Leone, new crop, £350, cif.
Kola nuts: West African halves £100 spot; shipment £85 metric ton, cif.
Lycopodium: Indian £4.75 kg; Canadian £5.10 kg spot.
Pepper: (top) Sarawak black £410 spot; £395, cif; white £590, £570, cif.
Sarsaparilla: Spot £1.40 kg; no cif offers.
Seeds: (ton) Anise; China star £175 duty paid; shipment £135, cif, Caraway: Dutch £2,120 metric ton, cif, Celery: Indian £320; shipment £265, cif, Coriander: Moroccan £83, cif, Cumin: Indian, £325, cif, Chinese £300 metric ton, cif, Dill: Indian, for shipment £180, cif, Fennel: Indian £210, cif, Chinese £225 metric ton, Fenugreek: Moroccan £95, cif, Mustard: £60-£180 spot.
Turmeric: Madras finger £220 ton; £205, cif.

Essential and expressed oils

Amber: Rectified spot £0.29 kg.
Almond: Drum lots £0.61 kg.
Anise: Chinese £1.60 kg spot; £1.50, cif.
Bergamot: £9.35-£14 kg as to grade
Birch tar: Rectified £2.53 kg.
Bois de rose: £5.25 kg, spot; £4.75, cif.
Buchu: English distilled £210 kg.
Cade: Spanish £0.50 kg.
Cajuput: £0.84 kg on spot.
Camphor white: Spot £0.39 kg; £0.35, cif.
Cananga: Java £5 kg, cif.
Caraway: Dutch £7.50 kg; English £21.50 kg.
Cardamom: English distilled £50 kg; Indian £46.50.
Cassia: Chinese £2.30 kg spot.
Cedarwood: American £1.25 kg, cif; Kenyan £1.70 spot.
Celery: English £25 kg; Indian £18.
Chenopodium: BPC 1959 £7.67 kg.
Chinese: £1.35 spot; £1.30, cif, Java £1.25.
Cinnamon: Ceylon leaf £1.27 kg, spot, £1.23, cif, Seychelles leaf rectified £3, cif, Bark, BP £2.20 English distilled bark £93.
Citronella: Ceylon spot £1.35 kg; £1.20, cif.
Clove: Madagascar leaf £1.30 spot, £4.35 cif, English distilled bud £17.50. Stem £5.50 kg, cif.
Cod-liver: BP in 45-gal lots £28.80 naked.
Coriander: £8.80 kg spot.
Cubeb: English, distilled £14.00 kg.
Dill: £5.39 kg spot
Eucalyptus: Natural 80-85 per cent for shipment £0.90 kg, cif.
Fennel: Spanish sweet £2.09 kg.
Geranium: (kg) Bourbon £14.75 kg; Congo £14.
Ginger: English distilled £40 kg; Indian £16.50.
Juniper: Berry £3.08 kg; wood £0.55.
Lavandin: £2.76 kg spot.
Lavender: French from £4.70 kg.
Lavender spike: From £2.35 kg spot.
Lemon: Sicilian top grade £10.45 kg c and f; second £8.25.
Lemongrass: £2.50 spot, £2.35, cif.
Lime: West Indian £7.45 kg spot; £7.15, cif.
Mandarin: £5.50 kg spot.
Nutmeg: East Indian £4.95 kg, English distilled from West Indian £14.75, from E, Indian £13.55.
Olive: Spanish £415-£424 metric ton, cif £425-£435 subject to licence; Tunisian £465-£475, cif, Spot £510-£520.
Orange: Sweet from £0.46 kg spot; bitter from £0.15.
Origanum: 70% £3.40 kg; 30 per cent £1.54.
Palmarosa: £7.00 kg spot, £6.20, cif.
Patchouli: Spot £8.50 kg spot; £7.88-25, cif.
Pennyroyal: £2 kg, new crop.
Pepper: English distilled ex black £35.50 kg.
Peppermint: (per kg) Arvensis Chinese, spot £2.75, £2.72½, cif, Brazilian £1.70 spot; Jan.-Feb £1.65, cif, American piperato from £1.60.
Pettigrain: Spot £5.00 kg; shipment £4.20.
Pimento: Berry £4.90 kg; leaf £4.25.
Pine: (kg) Abietis £3.75; pumillonis £6; syvestrie £1.82.
Rosemary: Spanish £1.90 kg, scarce.
Sage: Spanish £2.09 kg.
Sandalwood: Mysore spot £14; East Indian for shipment £13.40 kg, cif.
Sassafras: Spot £0.54 kg.
Spearmint: Chinese £5.85, cif.
Thyme: Red £2.82; white £2.85 kg.

Coming events

Monday, January 22

Croydon Branch, Pharmaceutical Society, Medical centre, Kingston, at 8 pm. South-east regional postgraduate lecture.

Enfield Branch, Pharmaceutical Society, Postgraduate medical education centre, Chase Farm Hospital, at 7.45 pm. Talk by Mr A. Howells (a member of Council).

Tuesday, January 23

Lanarkshire Branch, Pharmaceutical Society, Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. Professor W. C. Bowman (department of pharmacology, University of Strathclyde) on "Drug action".

Northumbrian Branch, Pharmaceutical Society, Postgraduate medical centre, Newcastle General Hospital, at 7.30 pm. Dr I. Stockley on "Drug interactions".

Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. A discussion on "VAT" with Mr D. A. Bowland (NCR) and a talk by Mr Franklin (president, local chamber of trade) on "The work of the local chamber of trade".

Teesside Branch, Pharmaceutical Society, Post House Hotel, Low Lane, Middlesbrough, at 7.45 pm. Dinner for members. Guest speaker, Mr J. P. Kerr (president of the Society).

Yorkshire Branch, Guild of Hospital Pharmacists, Board Room, Leeds General Infirmary, at 7 pm. Discussion on "Is hospital manufacturing necessary?"

Thursday, January 25

Bedfordshire Branch, Pharmaceutical Society, Luton and Dunstable Hospital, board room, at 8 pm. Dr Lester (Unilever) on "Food research".

Bristol Branch, Pharmaceutical Society, Dyham Lodge, 16 Clifton Park, Bristol, at 7.30 pm. A member of the City Planning Department talks on the work of the department. Open meeting.

Leicester and Leicestershire Branch, Pharmaceutical Society, Grand Hotel, Leicester. Annual dinner and dance.

Merseyside Branch, National Association of Women Pharmacists, School of Pharmacy, Liverpool Polytechnic, Byrom Street, Liverpool, at 7.30 pm. Members' night.

Plymouth Branch, National Pharmaceutical Union, Tudor Room, Britannia Hotel, Milehouse, Plymouth, at 8 pm. Mr E. J. Downing (assistant secretary, NPU, and secretary pharmacy Assistants Training Board) on "VAT".

Southampton Branch, Pharmaceutical Society, Polygon Hotel, Southampton. Annual dinner and dance. Tickets at £3 each from Mr R. J. Holloway, 23 Kinvor Close, Romsey.

Ulster Chemists' Association, 73 University Street, Belfast BT7 1HL, at 8 pm. Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Saturday, January 27

Chelsea Pharmacy Students' Association, Chelsea College, at 7.30 pm. Annual ball. Double tickets (£2) from Miss A. A. Dickinson, Department of Pharmacy, Chelsea College, Manresa Road, London, SW3.

Advance information

Manchester Pharmaceutical Association (junior branch), Woodlands Hotel, Wellington Road, Timperley. "Valentines dinner and dance", February 14. Tickets (£2.50 each) from Mr K. Swann, Department of Pharmacy, The University, Manchester M13 9PL.

North London Pharmaceutical Association, Quaglino's Banqueting Suite, Bury Street, St James's, London SW1, on February 15. Annual dinner and dance. Ticket £4.75 from Mr John Edwards, 18 Copenhagen Street, London N1. Chief guest: Mr Charles Curran, director general of the BBC.

INFLUENZA and 'COMMON COLD' TABLETS
(homoeopathic formula)

Pack of five bottles wholesale £1.30 inc. 25% P.T.
Retail 49p per bottle

from **A. NELSON AND COMPANY LIMITED,**
73 DUKE STREET, LONDON, W1M 6BY
Telephones 01-629 3118/3205

ORALCER

SLOW RELEASE F O R M PELLETS MOUTH ULCERS

ANTIBIOTICS & VITAMINS LTD., 01-903 5541
PARKAR HOUSE, BERESFORD AVENUE, WEMBLEY, MIDDX.

FRILLY NYLON PANTS Plastic lined
FULLY FASHIONED BABY PANTS

Small, Medium, Large, Ex. Large, White and Colours

TIE PANTS Also

Cotsheets, Plastic bibs in plain and nursery print. Terry bibs—Cotsheets.
Made in England Samples and Quotations from:

A. & H. HEYMAN · HORNDAL AVENUE Tel.
AYCLIFFE INDUSTRIAL ESTATE, CO. DURHAM Aycliffe 3307

**Do not
disappoint
your customers**
—stock and display

Askit

Powders and tablets for the safe and
speedy relief of headaches, colds,
chills, rheumatic and nerve pains.

EX ALL LEADING WHOLESALE HOUSES

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,
25 New Street Square, London, EC4A 3JA.
Telephone: 01-353 3212.

Headings All advertisements appear under appropriate
headings.

Screen 100.

Display £5.00 per single column inch, minimum 1 inch
(1" × 1½"). ¼ page (4½" × 3½") £45.00. ½ page (4½" ×
7" or 10" × 3½") £80. Whole page (10" × 7") £140.00.

Lineage £0.40 per line, minimum 5 lines @ £2.00.

Box Numbers £0.25 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7
insertions or over. 15% on 13 insertions or over.

Copy date 4 pm Tuesday prior to publication date. Adver-
tisements should be prepaid.

Publication date Every Saturday.

Circulation ABC January/December 1971 15,167.

Hospital appointments

Stobhill General Hospital,
Glasgow, G21 3UW.

PHARMACIST

Applications are invited for the
post of PHARMACIST in this
Category V Teaching Hospital
with a modern pharmacy. Salary
£1,545-£1,941 per annum. In
accordance with Whitley Council
agreement.

Applications stating age, ex-
perience and qualifications, with
the names of two referees to be
sent to the Group Medical
Superintendent. Envelopes to
be marked "Pharmacist".

Ilford & District Hospital
Management Committee
GROUP PHARMACY
DEPUTY CHIEF PHARMACIST
V (GROUP)

Salary Scale £1,920/2,430 p.a.
plus £126 p.a. London Weighting.
Applications to the Group Secre-
tary, King George Hospital,
Eastern Avenue, Ilford, Essex.

Please address Box No.

replies to: Box No.

CHEMIST & DRUGGIST

25 New Street Square

LONDON, EC4A 3JA

Situations vacant

PHARMACEUTICAL JOURNALISM

Chemist & Druggist

has a vacancy on the editorial staff for a pharmacist who is
interested in all aspects of the profession and has a zeal to
communicate news and information to his fellow pharmacists.

Applicants should have had post-graduate experience in retail,
hospital or manufacturing, should be registered with the Phar-
maceutical Society of Great Britain, or Ireland or Northern
Ireland, and be able to write plain grammatical English. Salary
is negotiable, conditions of work are good with adequate train-
ing facilities if required.

Apply in writing giving age, qualifications and experience to the
Managing Director, Chemist & Druggist, 25 New Street Square,
London, EC4A 3JA.

HILLINGDON HOSPITAL
UXBRIDGE, MIDDX.
(745 beds)

PHARMACIST

required—full or part-time. Whit-
ley Council pay and conditions,
with London Weighting. Applica-
tions to Group Pharmacist, Hill-
ingdon Hospital. (Tel: Uxbridge
38282.)

Classified advertisements

Situations vacant

Pharmacist/ Buyer

We are seeking a man or woman to take control of our
**DRUGS, SELF-SELECTION TOILETRIES AND
PHOTOGRAPHIC DEPARTMENT**

He or she should possess the interest and ambition to accept the challenge of a rewarding and exciting career with a forward-looking Company.

An excellent salary will be paid together with incentive bonus and there is also generous staff discount throughout the store.

A centrally heated, self-contained flat is also available.

**WELWYN
DEPARTMENT
STORE**

To apply contact:|
L. Griffin
Managing Director
Welwyn Garden City
Herts.
Tel: Welwyn Garden 23456

Well worth looking into!

For sale

DEFERGEL

For premature ejaculation Retail 75p
per tube Wholesale £2.50 carton
of 6. Post paid c.w.o. from:

LLOYDS SURGICAL DEPT. LTD.
COMMERCIAL ROAD, PORTSMOUTH

Showcard free on request.

MANLY MAN'S BELT

NATIONALLY advertised — £2.95

Also **MANLY DE LUXE — £3.95**

Full trade terms

Order by waist size from **MANLY CO.**,
23 Freshwater Parade, Bishopric,
Horsham, Sussex

Shopfittings

**Low Cost
Unit
Shopfronts
600 Designs**

**Take
36
Months
To Pay**

- * In Anodised Aluminium
- * Built In Illuminated signs
- * Available from stock
- * Installed in 2 Days
on most sites

UNIT SHOPFRONTS LTD
9 Aintree Road Perivale Middlesex
PHONE: 01-997-9943/7

SHOPFRONTS and interior fittings
by Chemist Specialists. **WARWICK
SHOPFITTING**, 20 Rudd Street,
London, SE18 6RS. Tel: 01-854
0343.

Stocktaking

SCOTLAND. George, Orridge require
additional Stocktaking staff from
their Glasgow Office. Previous ex-
perience an advantage. Substantial
salary, and bonus. Five-day week.
Luncheons provided. Lady applicants
considered. Apply J. D. Roy, George,
Orridge, 20 Renfrew St., Glasgow
G2 3BW. Tel. 041 332 7977.

Experienced Pharmacy Stocktaker

prepared to travel occasionally
required by established in-
dependent organisation. Please
write giving details of experience
to **BOX NO. 2090.**

Agents

AGENTS Urgently Required

calling on stores, chemists, etc.
throughout the U.K. A new and
exciting range of beauty,
cosmetic and allied products.
Some of these products are
already established in their
market. Please reply to
BOX NO. 2088.

COMMISSION AGENTS calling on
Chemists and General stores to sell
quality Tights, Eastern and Southern
counties, Yorks, Lancs, Cleopatra
Textiles, 3 High St, Barwell,
Leicester.

CHEMIST AGENTS required, most
areas, for baby disposable nappies
and nappy liners, good commission.
Please write details of experience,
current range and territory. Box No.
2089.

TABLET PRODUCTION SUPERVISOR

required to take charge of
all aspects of tablet pro-
duction including coating
and packaging.

Pharmaceutical quali-
fications not essential, but
applicants should be ex-
perienced in tablet making
and staff control and pos-
sess organising ability.
Salary negotiable.

Apply, giving brief details
of career to date, to
General Manager, Butler
Pharmaceuticals, 5/19
Brunswick Street, Leicester.

Representative Required

Leading international cosmetic
company requires representative
for West and North West London
postal districts and Middlesex
(excluding Enfield).

Must be experienced in selling
to chemists, drug stores and
department stores. Own car
essential. Good salary, car
allowance, commission and ex-
penses. Write in confidence to
the Sales Director, Rimmel
International Ltd., 17, Cavendish
Square, London, W.1.

REPRESENTATIVE REQUIRED by a
firm of specialist printers for the
retail chemist. The territory roughly
consists of the counties of Worcester-
shire, Warwicks, Derby, Leicester,
Stafford and Notts. It is essential
that applicants have knowledge of
the retail trade in most of this area
although we have a reasonable con-
nection. Salary, commission, expen-
ses, car, superannuation. Apply D. K.
Mackay, James Townsend & Sons
Ltd., P.O. Box No. 12, Musgrave
House, Western Way, Exeter.

Miscellaneous

FASHION JEWELLERY

Jodez (Manchester) Ltd.
9 Sugar Lane & 34 Shudehill
Manchester 4. DEAnsgate 6565
Largest and most exclusive
selection of Necklets, Brooches,
Chainbelts, Dress Rings, Ear-
rings (all types), Hair-Orna-
ments, etc. Limited quantity of
clearing lines available, parcels
from £5.00 and upwards.

PAPER ROLLS for all Cash
Registers and Adding Mach-
ines. Suppliers to Chemists
throughout Gt. Britain. Write
Cashadd, 61 Liverpool Road,
Irlam, Lancs or Tel: 061-775
2493.

Wanted

URGENTLY REQUIRED, all items
connected with old-fashioned Phar-
macies.—Runs of drug drawers, shop
rounds, jars, etc.—Telephone Ash-
stead (Surrey) 72319 or write Robin
Wheeler, 'Maplehurst', Park Lane,
Ashstead, Surrey.

Please
mention
C & D
when
replying to
advertisements

Established and rapidly ex-
panding Company require
Agents to promote the sale
of a range of fast selling
Chemist's Sundries to
Wholesale and large mul-
tiple Chemists in Scottish
and Northern territories.
Write giving personal details
of experience etc. to Box
No. 2091.

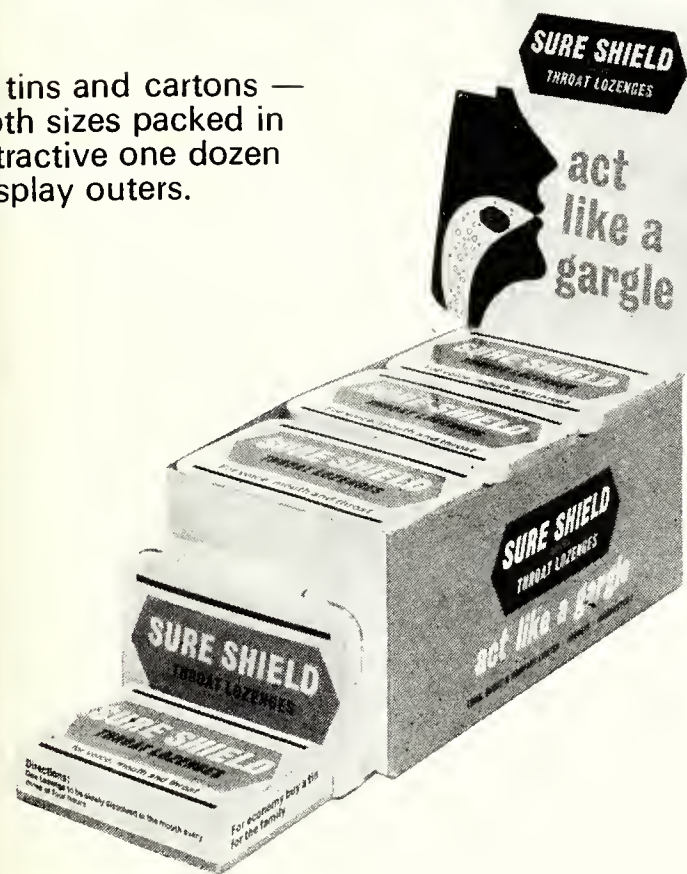
The original

SURE SHIELD
IODISED
THROAT LOZENGES

**now available
in a new pack**

SURE SHIELD
IODISED
THROAT LOZENGES

In tins and cartons —
both sizes packed in
attractive one dozen
display outers.



Thos. Guest & Co. Ltd.
Carruthers Street, Manchester M4 7HX
Telephone: 061 205 2975



**Now, the shelving
system you can fit
in a weekend with
unskilled labour,
is self-financing!**

No, it's not too good to be true — it's the Remploy-Lundia shelving system.

Under a new financial arrangement it is now possible to spend just a few pennies per working hour on this easily adjustable, acid resisting hardwood shelving. And it could produce a four-fold hourly return by extra sales!

And fitting couldn't be easier either. A complete shelving refit takes just a couple of days — with unskilled labour.

And while you're about it, consider our more economical version for your stockroom. Remember every foot saved there could be an extra foot of profit-earning sales space.

Write now requesting literature, finance details or advice from a representative, without obligation, to Mr. A. Henri.

Remploy Limited (Shelving Division),
415 Edgware Rd., Cricklewood, London, NW2 6LR.
Tel: 01-452 8020 (30 lines)
London Showrooms:
22 Bruton St., Berkeley Square, London, W1X 7DA
Tel: 01-629 4881/2. And at Birmingham, Bristol,
Cardiff, Glasgow and Oldham.



Old Spice Big Splash!

(Special offers galore-on Network TV February and March)

Old Spice Big Splash!

(National Press too-30 million people will see the advertising)

Old Spice Big Splash!

(Money off deodorant, hair cream, shave stick-you name it)

Old Spice Big Splash!

(Free Smooth Shave with after shave. Great value Jumbo Smooth Shave)

Old Spice Big Splash!

(Please contact your Shulton Representative)

Old Spice
the mark of a man